

# MODERN PACKAGING

N O V E M B E R 1 9 3 2

7TH TUES.



Shaving creams are now in  
modern containers which are  
easier to use and more sanitary.  
Simplifying art by science.



## WANTED:

When this illustration was made, we received many calls from busy executives troubled by problems of "They" and "gives". Today, those who understand those "They" and "gives" know that Brooks & Porter should have more time to devote to the creation of a picture, whether it's a display or a simple poster. Brooks & Porter can do it in specialists. If you want to free yourself from worries and worries, call Walker.

**BROOKS & PORTER**

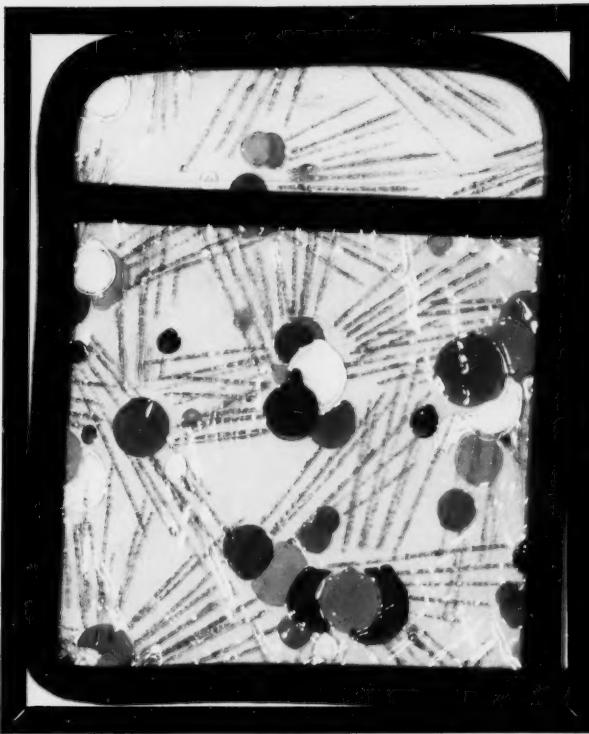
INCORPORATED

304 HUDSON STREET, NEW YORK WALKER 5-9494\*





1



## DRESS UP YOUR PRODUCT *this new, attractive, economical way!*

These transparent novelty bags will enable you to glorify your product and enhance its appeal at a surprisingly moderate cost.

The taped edges reinforce the Transparent Cellulose and give it a strength far above that of any other bag made of this material.

Available in all sizes and shapes, and in a variety of designs—all beautifully printed in the manner for which the Birge organization has been famous for nearly a hundred years.

SYLPHRAP  
IS  
USED EXCLUSIVELY  
IN THE  
MANUFACTURE OF  
THESE NOVELTY  
BAGS

In addition to furnishing these bags in stock designs, we can also print them with special made-to-order designs.

All patterns of Printed Transparent Cellulose can be supplied in sheets or continuous rolls for wrappings wherever a distinguishing quality is desired. Write for samples and prices.

## M. H. BIRGE & SONS CO.

*Manufacturers of Birgesco Products*

BRANCHES  
CHICAGO: 360 N. Michigan Ave.  
NEW YORK: 22 E. 40th St.

FACTORY AND SALESROOM  
Niagara, Maryland and Seventh Sts.  
BUFFALO, N. Y.



NOVEMBER, 1932  
VOLUME 6 NUMBER 3

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor.  
LAWRENCE LEY and PERRY H. BACKSTROM—Eastern Advertising Repre-  
sentatives. ALAN S. COLE—Western Manager. E. R. GORDON—Production  
Manager. EDWIN L. LEY—Art Director. A. J. CEDERBORG—Sales Promotion.  
R. C. Mac DOUGALL—Circulation Manager.

# MODERN PACKAGING

## CONTENTS

• The color illustration on the front cover of this number has been printed in four-color process from plates supplied through the courtesy of A. H. Wirz, Inc.

• With his article, "Opportunities for Package Redesign," Roy Sheldon commences in this issue a series of thoughtful and practical suggestions on designs as applied to various types of containers and other package adjuncts. Known to many of our readers as co-author of the recent book "Consumer Engineering," as well as for his work in the packaging industry, Mr. Sheldon will be welcomed as a new contributor to MODERN PACKAGING.

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# "WHAT FIRMS DO YOU SERVE?"

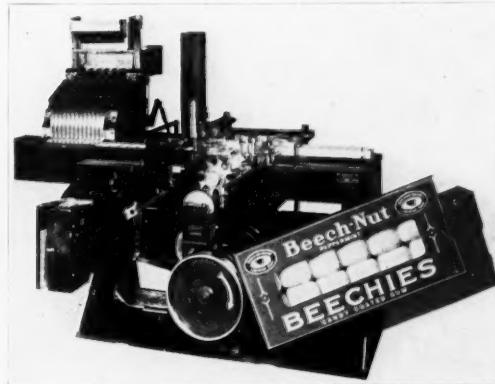
To Packaging Executives Who Ask Us  
This Important Question

## We Say—

● The Redington roll call reads like a "Who's Who" of American Industry. In practically every branch of industry producing packaged products most of the leaders use Redington Cartoning Machines and other types of Redington Packaging Machines.

Nationally known dentifrices, for instance, like Forhan's, Squibb's and Colgate. Dr. West and Pro-phy-lac-tic tooth brushes. Drugs and cosmetics such as Kleenex, Sal Hepatica, Pond's Creams and Listerine. In foods, Baker's Chocolate and None-Such Mince Meat. Good Luck and Nucoa margarines. Beechnut and Dentyne gum. Internationally known razor blades. And such famous products as Shaeffer's Skrip, Cutex and Red Cross Macaroni.

We haven't space to list even a small part of the important clients served by Redington. Perhaps we haven't mentioned your industry. But by all means get this invaluable information before you buy packaging machines from us—or from anyone else. Write us—without obligation. Send a sample of your product, too.



## This Redington Machine

solved an extremely difficult problem for the Beech-Nut Packing Co. It cartons "Beechie," a new candy coated gum, at a high speed, in the following manner: This Redington Cartoning Machine counts out 12 pieces, feeds a cellophane window carton, inserts the tablets and closes the carton. Important packaging economies have been effected and valuable floor space released for other uses.

"If It's Packaging—Try Redington First"

F. B. REDINGTON CO., (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

**REDINGTON**  
|| Packaging ||  
Machines ||



Economical for Packaging - Cartoning - Labeling - Wrapping



# MOLDED PRODUCTS

CONTAINERS, CLOSURES, JAR COVERS, DISPLAY STANDS

—whatever your requirements, we have unusual facilities for designing and producing the article in large quantities, expeditiously and economically.

As pioneers in the development and use of molded plastics, our organization has had vast experience in this highly specialized field.

Among the extraordinary technical facilities at our disposal is a complete tool shop in which all dies, tools and other equipment required in molding are designed and produced.

If you are contemplating the use of a new molded container or closure, or are about to order an additional supply of any molded product which you are now using, we will appreciate an opportunity to serve you.

Without obligation on your part, a representative will be glad to call and discuss your needs.

**COLUMBIA PHONOGRAPH CO.  
INCORPORATED**

MOLDED PRODUCTS DIVISION

BRIDGEPORT

CONNECTICUT





# *Is your product like the ORCHID?*

YOU wouldn't "man-handle" an orchid; you wouldn't expose it to great cold or heat—its fragile delicacy requires **special** care.

Maybe your product is like that? Maybe it needs a certain kind of packaging — a wrapper exactly adapted to its needs? Your profits may be slumping through waste and complaint.

Call for information on KVP Research Laboratories. We can provide maximum protection for your product wherever it is sent. We have every facility for testing your product under the actual conditions it must face; conditions of temperature and humidity; traffic and storage.

We make recommendations based on scientific results and experiment. Our booklet, **TRUTH**, describes the work of the KVP Research Laboratory; send for it.

# KVP

for PROPER  
PACKAGING

KALAMAZOO VEGETABLE  
PARCHMENT COMPANY  
KALAMAZOO MICHIGAN





"PENNY  
WISE AND  
POUND  
FOOLISH

*—is the manufacturer who stakes his name and fame on a product and then stint on the quality.*



Says  
Uncle  
Jake

The amazing success of America's Food Industry has been built on rigid maintenance of the quality standard. And it is generally recognized that the only real economy is to protect that quality with the right wrapper.

But the special character of wrapper must be determined by special character of product — and this is a matter for specialized science, adapting the Paper to the need.

The scientists in KVP Laboratories have devoted years to the protection of different foods under all conditions of travel and climate. Such experience enables them to provide the wrapper which will give the maximum safety under all conditions. We invite a conference to determine the exact Protective Paper to maintain your own high standards of quality.

Kalamazoo Vegetable Parchment Company

Kalamazoo

Michigan

**KVP PROTECTION PAPERS**

# NEW MACHINE LEADS NEW MOVEMENT IN PACKAGING

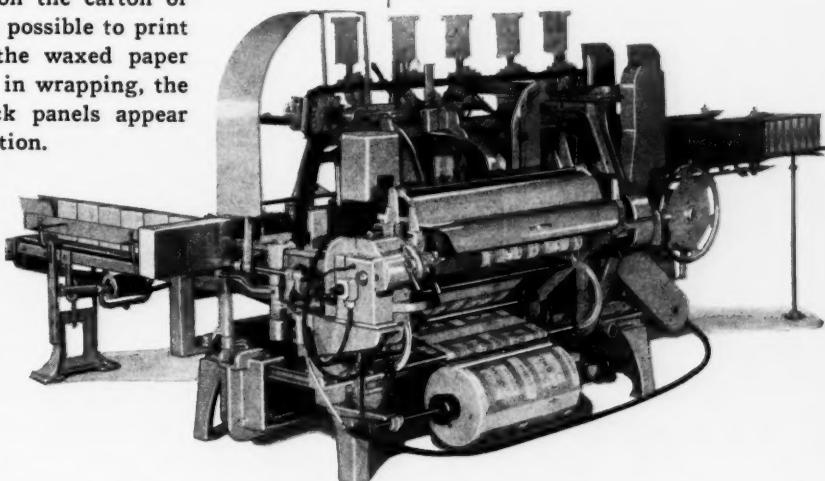
*Radical Departures in Merchandising and Economy  
Made Possible With New Printed  
Waxed Paper Designs*

Battle Creek, Nov. 15—Packages wrapped in waxed paper which brilliantly display the design, colors, and printing on the outside surface of the paper are being turned out by new machines put into successful operation by the Johnson Automatic Sealer Co., Ltd., of this city.

The heart of this machine is a photo-electric cell locating device which places the waxed paper wrapper at any pre-determined position on the carton or container. This makes it possible to print the package design on the waxed paper instead of the box. Yet, in wrapping, the end, side, front and back panels appear in exactly the right position.

The effect is one of glossy brilliance, as if varnished, and colors are not toned down by the intervening veil-effect of the waxed paper itself. As a result the actual carton itself need not be printed and prepared for exposure.

The machine is engineered with the skill and certainty for which Johnson engineers enjoy an enviable reputation in the packaging field. For many perishable products — prepared flours, breakfast cereals, crackers, cookies, packaged sugar or fruit, soap powders, coffee, spices, gum, etc.—the new package now made possible will permit a fine combination of sales value and economy. It is suggested that you communicate with the manufacturer for full details.



## JOHNSON AUTOMATIC WRAPPING MACHINE

For Located Panel Designs  
with printed waxed paper.

*Send the Coupon for full  
details.*

Johnson Automatic Sealer Co.,  
Ltd., Battle Creek, Mich.

Please tell us more about your  
new wrapping machine for a new  
type of package. Our product

is . . . . .

Send us a sample package  
wrapped by this new method.  
 You may have a representative  
call.

Name . . . . .

Firm . . . . .

Address . . . . .

City . . . . .

State . . . . .

MP 11-32

## JOHNSON AUTOMATIC SEALER CO., Ltd. Battle Creek, Mich.

(Subsidiary of Battle Creek Wrapping Machine Co.)

### THE JOHNSON GREATER CAPACITY LINE

Wrapping Machines for Cellulose, Waxed and Kraft Papers—  
Greater Capacity Bottom Sealers—Combination Carton Feeder and  
Bottom Sealer—Double Entry Top Sealers—Combination Bottom  
and Top Sealers—Gross Weight Scales—Net Weight Scales—Carton  
Liners—Special Machines for any Packaging Operation.



# LUSTROUS, FASCINATING COLORS

*for your molded containers  
and closures*

**R**ESINOX molding compounds are now available in pleasing pastel shades. The use of these colors will give your container the distinction you have long sought.

By specifying RESINOX "600" you also gain other advantages—unusual strength and toughness, high gloss, permanence of color and freedom from foreign odors in your finished product.

Being non-hygroscopic RESINOX "600" does not absorb moisture and therefore does not swell.

The services of our technical staff are available without charge in connection with any molding problem.

---

# RESINOX

---

**RESINOX CORPORATION**

A SUBSIDIARY OF COMMERCIAL SOLVENTS CORPORATION  
AND CORN PRODUCTS REFINING CO.

230 PARK AVENUE

NEW YORK CITY

# Win ADDED customer confidence with this KNOWN-to-be-perfect wrapping sheet . . .

Housewives everywhere use—housewives everywhere read about—Patapar. It's today the most famous and the most widely employed of all wrapping sheets used to protect food flavors and food freshness, both in cooking and in household refrigerator storage.

When, therefore, you wrap your food product in Paterson Genuine Vegetable Parchment (the commercial form of Patapar) you gain added customer confidence in your product. For most shoppers nowadays *know* that Paterson Genuine Vegetable Parchment is *insoluble, grease-proof, odorless* and *tasteless*. They know that it *keeps in* the original flavor and freshness—and gives absolute protection against any outside contamination.

We invite you to try out some sample working sheets—sent on request without obligating you in any way, together with quotations on the weights and quantities in which you may be interested. **Paterson Parchment Paper Company, Passaic, New Jersey.** Sales Branches: Chicago, Ill.—San Francisco, Cal.



Hundreds of leading brands of packaged foods now carry this Keymark on their wrapper. This nationally advertised symbol of wrapper protection comes in two sizes . . .  $\frac{3}{4}$  inch or 1 inch high. It will be included anywhere on your printed wrappers, at no extra cost. It is a simple, effective way of telling your customers that your product is carefully protected.

**PATERSON *Genuine* VEGETABLE PARCHMENT**  
Commercial Patapar

**The Insoluble, Grease-proof Wrapper for Quality Products**

# MICHIGAN LITHOGRAPHING COMPANY

INTENSOGRAF

Main Office and Factory  
GRAND RAPIDS, MICHIGAN

BRANCHES: Chicago, Illinois; Detroit, Michigan;  
Edinburg, Indiana; Findlay, Ohio.

PREFERRED position on the dealer's shelf is extended to goods attractively packaged . . . Our years of successfully serving a large number of exacting clients proves what we have done; but this year we have stepped out ahead in modernizing the ART as well as manufacturing processes . . . Sketches and suggestions will be developed to give your line distinctiveness, and which will put your goods in preferred position, too . . . Box wraps, distinctive labels, modernized packages and all kinds of attractive identification clothes for your merchandise—all made complete under one roof—will help you solve your merchandising problems for the next year . . . Just write a letter telling us sizes, quantities, and whatever you think we should know about your products, and we will design, or re-design, or create a new package dress for your products—promptly . . . Everything complete—from the idea to the completed work.

---

OUR INTENSOGRAF SYSTEM PRODUCES THE FINEST WORK IN THE HISTORY OF THE GRAPHIC ARTS.

---

# CAVEAT EMPTOR!

IT IS too bad that we must bring up this old axiom in relation to gold and silver papers. But since there have been so many imitators of ARTCOTE quality, we feel that it is not amiss to once again call attention to this cardinal rule of business.

When a salesman says to you, "This is just as good as ARTCOTE but a whole lot less in price," he is intimating that the secret of the ARTCOTE individual type of manufacture has been equalled; a method that guarantees a uniform quality whether it was made two years ago or today. Consider the absence of picking, its resistance to rubbing—and the recognition by the printer of the saving in press time and lack of headaches because inks lay on ARTCOTE perfectly.

Before ARTCOTE appeared on the scene, there was no such thing as a standard quality in gold and silver papers. ARTCOTE has erected this, lives up to it and still stands like a pyramid in the desert as the only disciple of unusual qualities in gold and silver papers.

*Manufactured by*

**ARTCOTE PAPERS, INC.**  
*IRVINGTON, N. J.*



Printed on

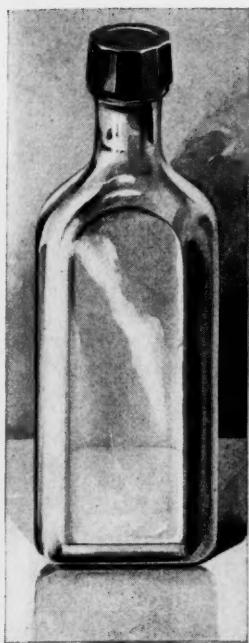
**ARTCOTE**

No. 0316

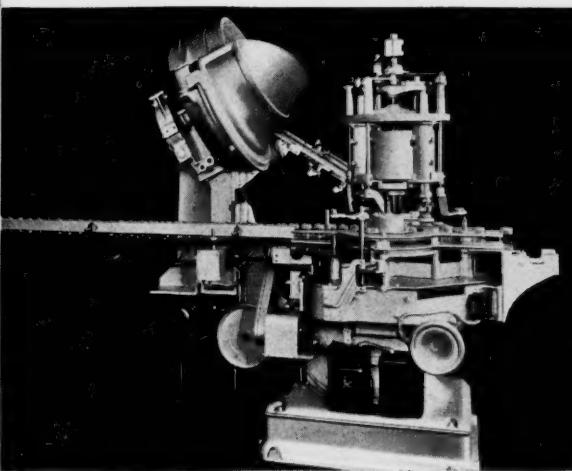
Folding Carton Stock.  
Used for display con-  
tainers, folding car-  
tons, tags, etc.

*Manufactured by*  
**ARTCOTE PAPERS**  
IRVINGTON, N. J.





# CAPS THEM ALL



## Greater flexibility, greater range to meet modern needs

The constantly changing character, the wider range of sizes of modern caps and containers demands capping machinery of unusual flexibility and easy adaptability.

It is in these two important requirements that this Pneumatic Capping machine offers you exceptional and unequalled advantages. It has been designed to handle a wide variety of sizes and shapes of containers with but minor adjustments and with the minimum of equipment. A newly developed sensitive chuck handles all types of decorated metal and plastic screw caps without damage and guarantees positive sealing to any desired tension.

Foresighted manufacturers who are considering future as well as present needs will be interested in the unusual features of this capping machine. Write or phone these representatives at the nearest branch office:

### PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers—  
Lining Machines — Weighing Ma-  
chines (Net and Gross)—Top Sealers  
—Wrapping Machines (Tight and  
Wax)—Capping Machines—Labeling  
Machines — Vacuum Filling Ma-  
chines (for liquids or semi-liquids)  
—Automatic Capping Machines—  
Automatic Cap Feeding Machines—  
Tea Ball Machines

A. T. BUSKENS  
360 No. Michigan Ave.  
Chicago, Ill.

W. E. COUGHLIN  
117 Liberty Street  
New York, N.Y.

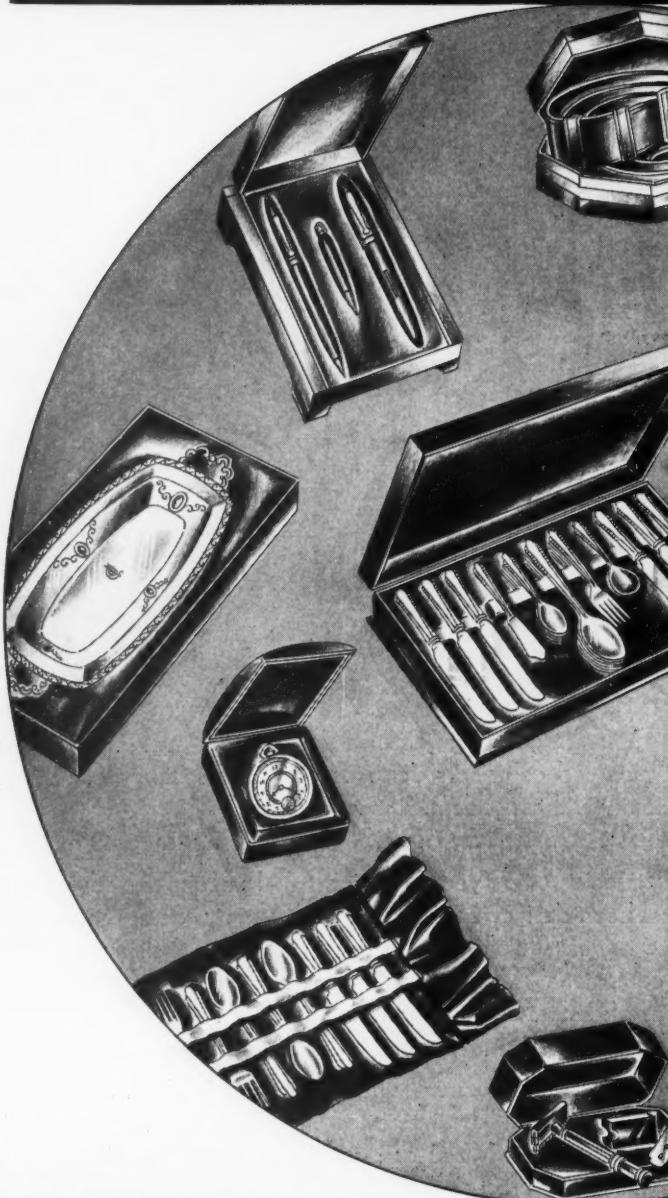
L. F. BLACKWELL  
71 Newport Ave.  
Quincy, Mass.  
(Norfolk Downs Station)

## PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVE.  
QUINCY, MASS. (NORFOLK DOWNS STATION)

Branch Offices in New York, 117 Liberty St.; Chicago, 360 North Michigan Ave.;  
San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W. and  
Trafalgar House, No. 9 Whitehall, London, England

# Tarnish Preventive Packaging!

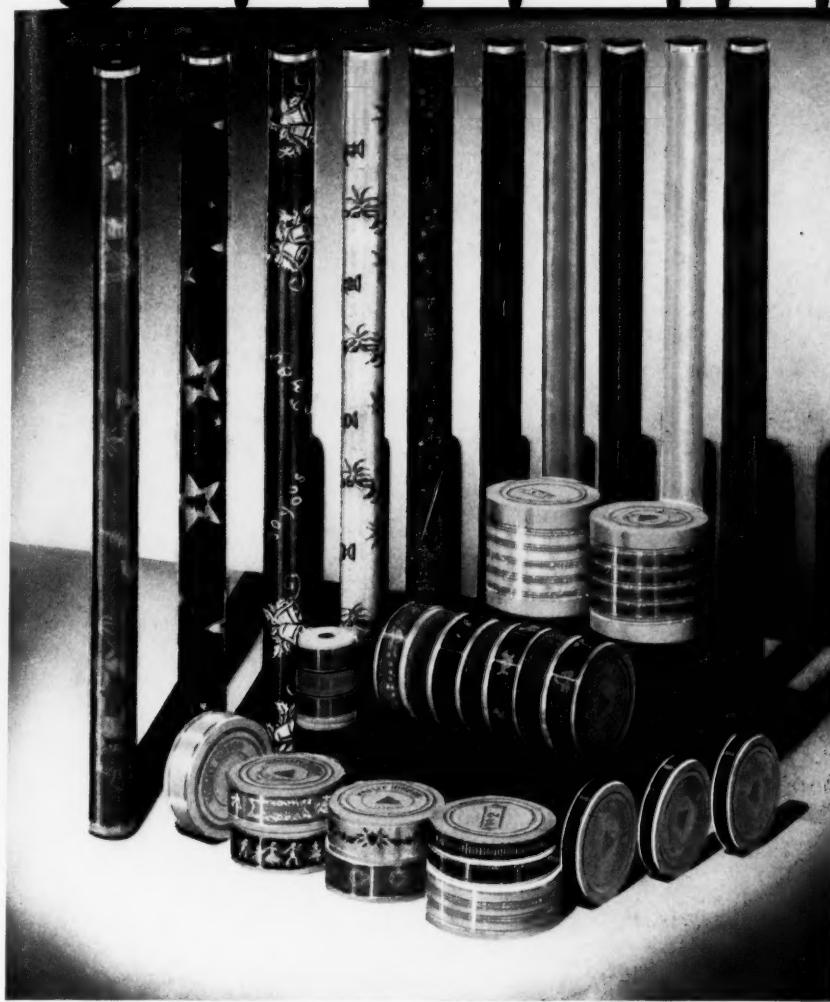


## CROMPTON-RICHMOND CO., INC.

1071 SIXTH AVENUE at 41st STREET  
NEW YORK, N. Y.

Samples, Quotations or Representative upon request.

# SYLPHRAP



Grease-proof and Moisture-proof Transparent Cellulose

## QUALITY'S BEST ATTIRE

*in the Colors  
of the Rainbow*

Eleven attractive colors to  
add beauty and sparkle to  
your Holiday Packages.

Light Blue	Amber
Dark Blue	Violet
Red	Orchid
Pink	Light Green
Orange	Dark Green
	Black

There is a world of sheer beauty and lustre  
in SYLPHRAP sheets—whether plain, or  
printed in Gold, Silver, or contrasting colors.  
To add beauty and zest to your holiday gift  
packages wrap them in SYLPHRAP colors—  
"QUALITY'S BEST ATTIRE."

SYLPHRAP is also made in plain and em-  
bossed white, and in moisture-proof sheets and  
rolls. It may be obtained in Bags, Envelopes and  
Window Cartons—names and addresses of con-  
verters furnished upon request.  
Write us for samples and prices.

## SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales office—122 East 42nd Street, New York City  
Works: Fredericksburg, Va.

### BRANCH SALES OFFICES

201 Devonshire Street . . . . Boston, Mass.  
1014 Glenn Building . . . . Atlanta, Ga.  
325 West Huron Street . . . . Chicago, Ill.

### DISTRICT AGENCIES

Blake, Moffitt & Towne, 41 First Street . San Francisco, Calif.  
Pollock Paper & Box Co. . . . . Dallas, Texas  
Pollock Bros. & Co., Ltd., 420 Lagauchetiere St., W., Montreal, Can.



**WHO WILL BE THE FIRST TO USE THE**

# **first molded jars?**

HERE'S real news for the manufacturer out to do the smart and surprising thing!

For the first time in history, you can now buy water-proof, oil-proof, acid-and-alkali-resisting molded jars, in almost all the colors of the rainbow, and in the most modern designs.

These colorful new jars are made only of the new non-hygroscopic Durez Molding Compound. They are tough. They will not crack, swell, warp, chip, shatter or bind. They're light in weight, saving shipping costs. They resist the action of almost anything you can put in them. They will not impart any odor or affect the contents. Threads are smooth and clean.

But no stock jars are available. Special dies are made in your own design—any shape, any size, any decoration—and large runs only are practical.

We are now ready to give complete data on these business-builders to all makers of toilet goods and pharmaceutical preparations. While we do not perform the actual molding operation, but supply the raw material to custom molders with whom you work, we can be of considerable help in the preparatory stages—such as suggesting suitable and fresh designs.

Write to General Plastics Inc., 111 Walck Rd., N. Tonawanda, New York. Also New York, Chicago, San Francisco, Los Angeles.

*Models by Industrial Design, Inc. (Copyrighted)*



**NINE OUT OF EVERY TEN MOLDED CLOSURES ARE BEING MADE OF DUREZ**

**DUREZ**  
Reg. U. S. Pat. Off.  
THE PERFECT MOLDING COMPOUND

# *Of All the Powder Fillers—*

## **THIS is “the Buy”**

*for Most Users*



*Here's Why!*



HERE is a filler—for powdered or granular materials—whose capacity can be expanded or contracted as production requires. The investment in the basic model is not sacrificed when full-automatic equipment is needed. Moreover the full-automatic model can be operated as the basic model on short runs or special jobs, thus saving further investment in either an additional filler or “change-over” parts for the automatic model.

### **Here's how it works—**

*For moderate production*—Use basic model, 15-B.

*For large production, sampling, etc.*—Have basic model, 15-B, converted into full automatic model, 15-C, the fastest single-auger machine on the market.

*Thereafter, for short runs, special jobs or any filling not warranting use of full automatic model*—Operate 15-C machine as basic model by adjustments made in 5 minutes.

From the beginning the user has the advantages of “heavy-duty” construction built into the basic model to care for future expansion as well as the simplicity, accuracy of fill, versatility and quick “change-over” common to both of these practical models.

WRITE FOR BOOKLET

**FJS STOKES MACHINE COMPANY**

Packaging Machinery Since 1895  
5970 Tabor Road, Olney P. O., Philadelphia, Pa.

New York Office  
103 Park Avenue

Los Angeles Office  
1231 East 7th Street

Chicago Office  
307 No. Michigan Avenue

#### **STOKES** Packaging Equipment

Powder Fillers

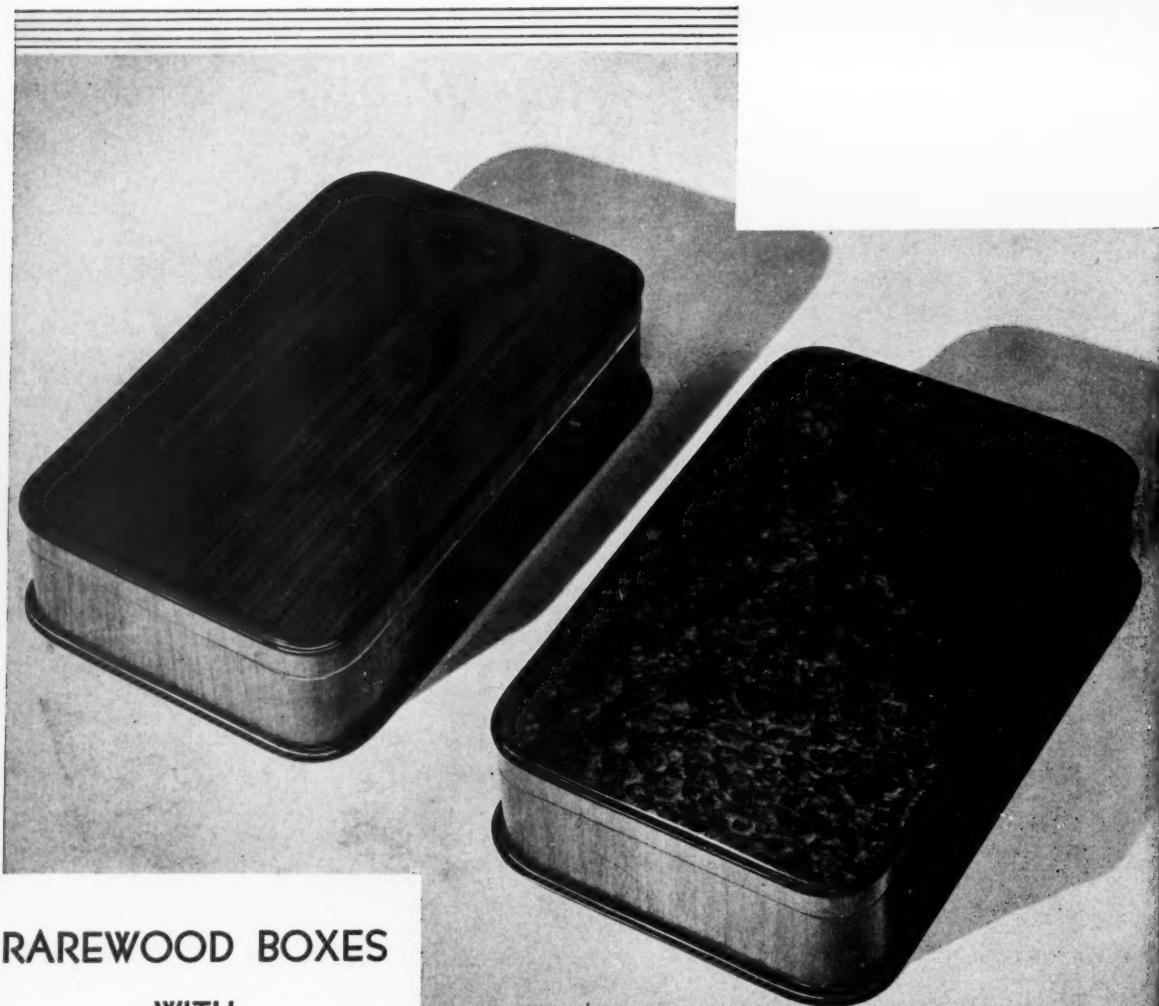
Tube Fillers

Closers and Clippers

Jar and Can Fillers

Mixers—Conveyors

Bottle Washers



RAREWOOD BOXES  
WITH  
*CURVED CORNERS*

The box in foreground in above illustration is French walnut burl finish. The other is plain walnut. Other rare woods are also available—all with an exquisite satin-smooth finish. For packaging candy, these boxes are made in the 1-lb., 2-lb., 3-lb. and 5-lb. sizes.

THESE strikingly attractive boxes will enable you to present your product in a more alluring form than ever.

Observe the beauty of the rounded corners which heretofore have been unobtainable in boxes of this character.

As the result of a special manufacturing process developed by us, we are producing these boxes at a price that will enable many manufacturers to profit by their tremendous appeal. Available in a large range of sizes, with or without trade-marks or other designs processed in the top surface of the boxes.

Full particulars gladly sent on request.

VENEERED PRODUCTS CORPORATION  
148-154 LOUIS ST., GRAND RAPIDS, MICH.

RAREWOOD BOXES

COUNTER DISPLAY  
BASKETS  
Are Ideal For



Candies and Sweets  
of all kinds



Food Products in Cans,  
Packages and Bottles



Toilet Preparations  
and Drug Sundries

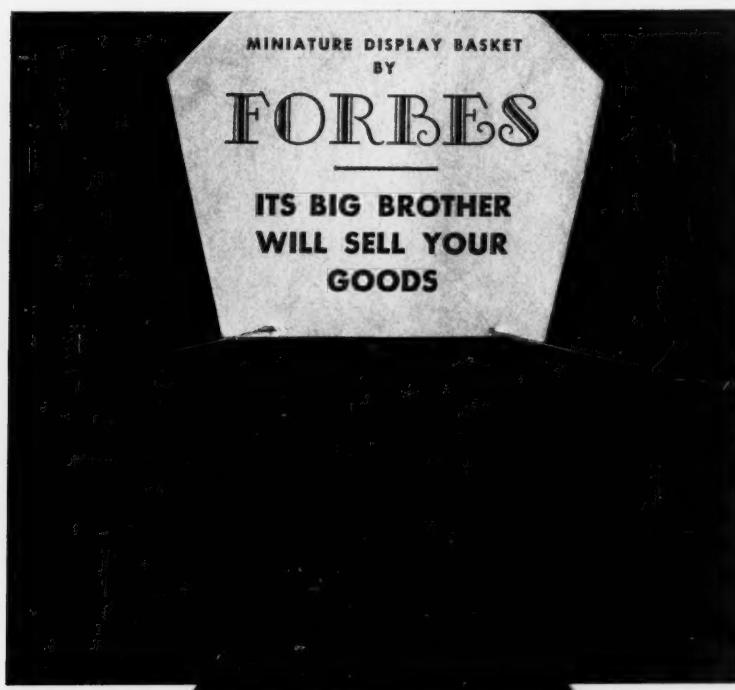


Lamps, Batteries and  
other Hardware Items



Cookies, Cakes, Pastries—  
Bakery Products

# PLACE YOUR GOODS WHERE SHOPPERS CAN SEE, FEEL AND BUY



Attractively lithographed in colors, these cardboard baskets ship flat and fold open to set up on counter or floor. They can be made in various shapes and sizes; all in one piece, or the back panel can be detachable and reversible to permit immediate change of message. Sides of baskets may be used for display pictorials.

FORBES DISPLAY BASKETS, covered by Patent No. 1,860,349, have a special folding bottom so designed that weight of contents strengthens basket and the setup by dealer is made very easy. The basket is quickly opened, and the bottom pushed down—ready for the product.

Write us—we will be glad to have one of our merchandising experts study your problem.

**FORBES**  
BOSTON

NEW YORK PHILADELPHIA CHICAGO ROCHESTER DETROIT CLEVELAND

# THE SUN NEVER SETS

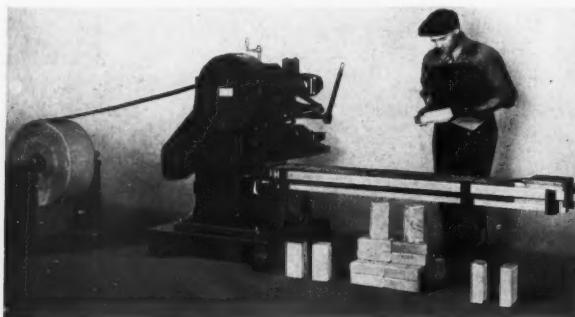
**N**O period in human history has known the industrial progress of the past decade.

Good times or bad, depression or not, inventive genius and new mechanical accomplishments have continued to mold for manufacturing industry a new era of efficiency. Packaging industries throughout the world have adopted new methods and improved production to the point where necessities and luxuries of life are offered a little better and a little more economical than ever before.

Not a little proud are we of the part we have written into this amazing story. Packomatic Ma-

## ON PACKOMATIC MACHINES

Brick-wrapping machine at Hinde & Dauche Co., Gloucester, New Jersey, plant turns out Paper Wrappers for bricks up to 200 per minute.



chines are carrying on their filling, sealing and special operation work in plants throughout the United States and in many foreign countries as well. From Joliet, Ill., a constant stream of efficiently built and serviced machines have been shipped to play their important roles in the industries of the world.

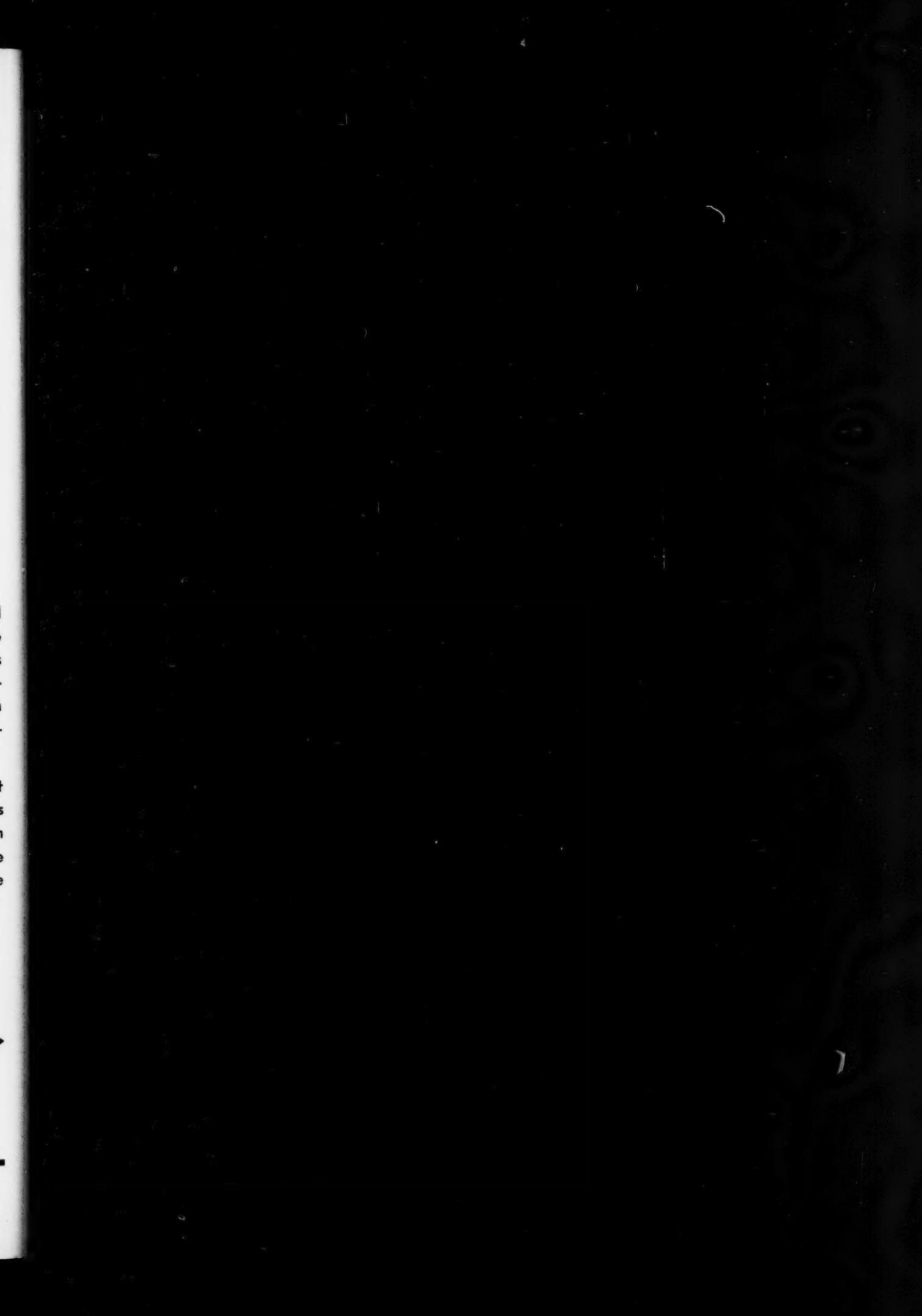
That this service to industry shall continue, that its scope shall increase, that Packomatic Machines shall play as great a part in industrial progress in the future as they have in the past is our pledge and promise to our customers and friends the world over.



## PACKOMATIC PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS  
Branch Offices: NEW YORK CLEVELAND LOS ANGELES







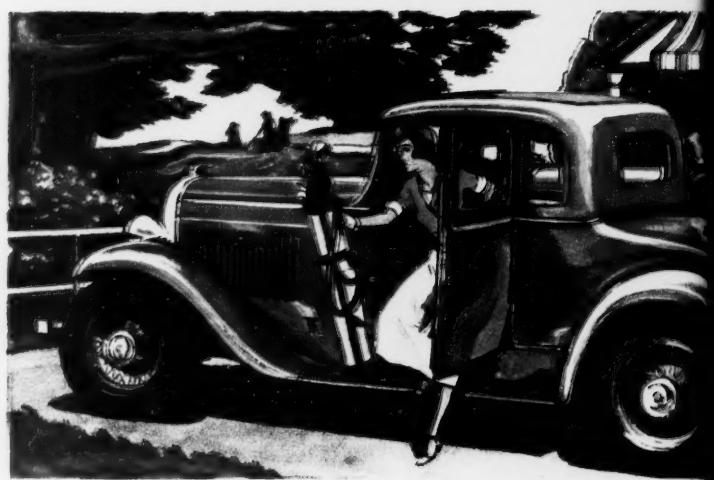


MARYLAND  
*Blue* BOTTLES

THE DAY OF THE  
*Drab* IS GONE,,,,



THE DAY OF  
*Color* IS HERE,,,,,



Bottled Products  
Need *Color* too!



TODAY manufacturers in every line must meet the modern demand for color. Think back to the cars and costumes of yesterday. Drab! Colorless! Unattractive! It would be impossible to sell them today.

But how can you give your product a more colorful, a more modern appearance? That's easy. Put it in a bottle or jar of Maryland Blue. The brilliant blue catches the customer's eye. Suggests the quality of the product within. Makes the product easily identified. Serves as a reminder to buy.

Would you like to see how your product would look dressed up in Maryland Blue? Then drop us a line, telling us the nature of your product and the sizes of your present containers. We'll send appropriate samples by return mail.

Maryland Blue Bottles and Jars are made in a wide variety of stock shapes and sizes, as well as in special design for many famous products.

*Write for samples today*

**MARYLAND GLASS CORP.  
BALTIMORE, MARYLAND**

New York Representative: Two-Seventy Broadway  
New York City

Pacific Coast Representative:  
Owens-Illinois Pacific Coast Co.  
San Francisco

*Maryland Green Tint and Flint Bottles are of the same high quality as Maryland Blue*

**MARYLAND *Blue* BOTTLES**



6



*Attractive ash tray from Gift Shop of Chas. A. Stevens & Company, Chicago, as it is packed in KIMPAK for real protection and elimination of mussy packing material.*

## BANISHING FUSS AND MUSS IN GIFT PACKAGING!

HERE is a new use for KIMPAK Crepe Wadding—a use that eliminates mussiness packing and customers' dissatisfaction. It is the packing of fine gifts and purchases from the gift shop of Chas. A. Stevens & Company of Chicago, with KIMPAK. The illustration shows how attractive the gift or purchase looks when the KIMPAK is removed. This takes the place of mussiness excelsior pads. It saves time, insures safe delivery of breakable articles and creates customer satisfaction.

Many hundreds of manufactured articles are KIMPAK protected—cosmetics, antiseptics, medicines, etc. KIMPAK is exceptionally fitted for packing liquids, as it absorbs 16 times its weight in moisture. KIMPAK is surprising low in cost because of its bulk and lightness. It gives real protection.

Tell us what your products are. If possible send samples. We will gladly aid you in solving your packing problem with the use of KIMPAK.

**Kimpak**  
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES  
Crepe Wadding

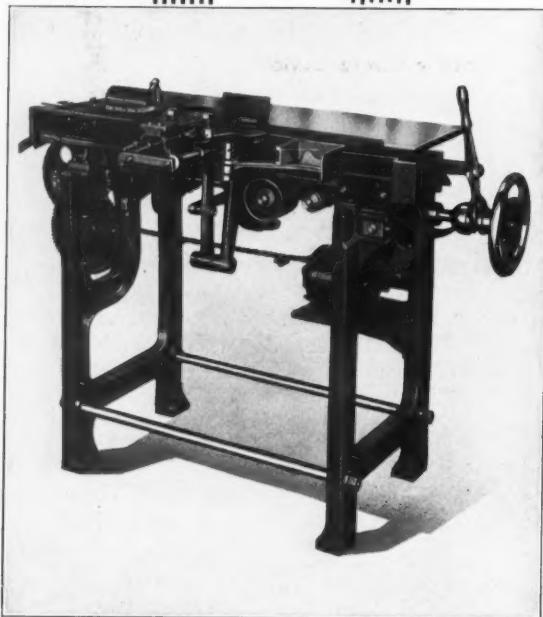
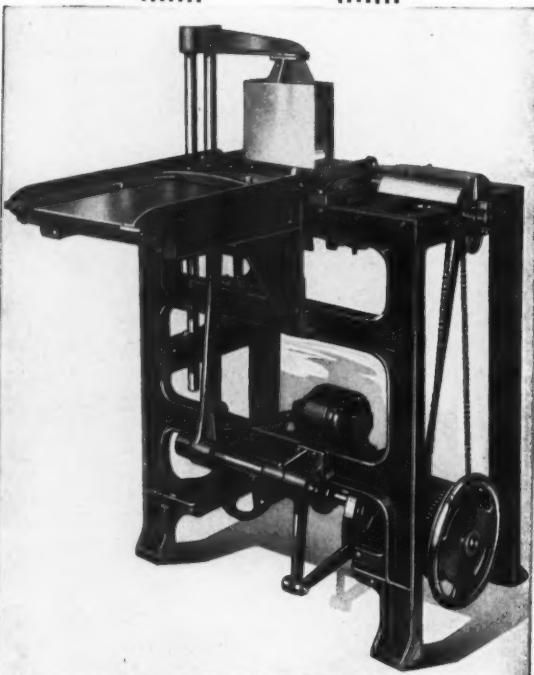
KIMBERLY CLARK CORP., Mfgs., Neenah, Wis. MP-11  
Address nearest sales office: 8 South Michigan Ave.,  
Chicago; 122 E. 42nd St., New York City; 510 West  
Sixth St., Los Angeles.

Our product is.....  
Sample is going forward by mail.   
Please send free samples.

Company .....

Attention of .....

Address .....



YOUR  
CARTON-SETTING-UP COSTS  
ARE UNNECESSARILY  
**HIGH**  
IF THE WORK  
IS BEING DONE  
BY HAND . . .

IN these days when production costs must be cut to the bone to meet the keen competition, no manufacturer can afford to set up his cartons by hand, even if he has only a small output.

The two machines shown are designed especially for the small manufacturer who wants to reduce his packaging costs.

The upper photo illustrates the Peters Junior Forming and Lining Machine; the lower one, the Peters Junior Folding and Closing Machine.

Each has a capacity of 35 to 40 cartons per minute and will do the work of at least four girls.

You owe it to your profits to look into the advantages of these two remarkable machines which are priced at one-third the cost of standard models.

Descriptive literature on request.



**PETERS MACHINERY COMPANY**  
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE  
CHICAGO.U.S.A





## Smooth Shaves of Many Brands in WIRZ Tubes

Every man to his brand . . . and the trend is to tubes. The Shaving Cream "best sellers" reach these consumers in the convenient WIRZ Tubes, because manufacturers have found that the clean, stout-walled sturdiness of WIRZ Collapsible Tubes play important roles in keeping customers satisfied.

Let us discuss with you these highly marketable qualities in relation to your container problem. There is nearly 100 years' experience in tube design and manufacture at your service.

**A. H. WIRZ, Inc.**

ESTABLISHED 1856

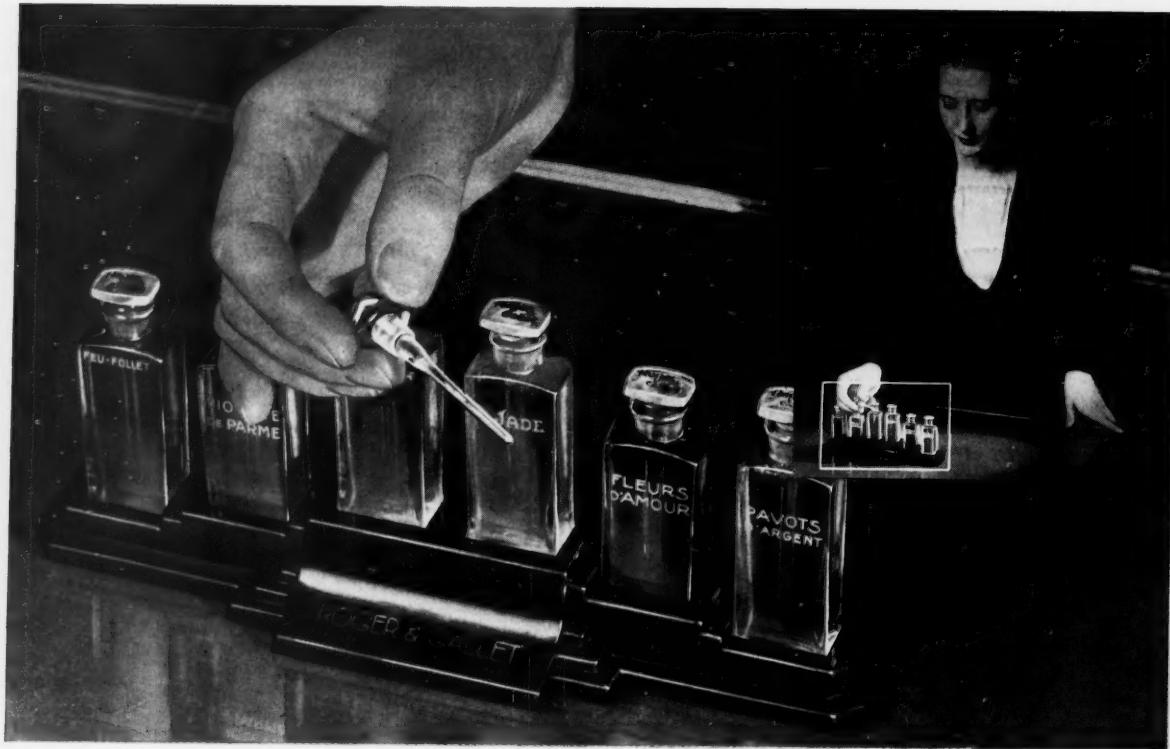
CHESTER, PENNSYLVANIA

*Collapsible Tubes      Metal Sprinkler Tops*

NEW YORK: 30 East 42nd Street  
CHICAGO: Railway Exchange Bldg.  
LOS ANGELES: 1231 E. Seventh Street

A complete line  
of leak-proof  
Sprinkler Tops





Sales clerks invariably favor goods  
*that are enticingly displayed*

WINNING THE FAVOR and cooperation of sales clerks is an important factor in building volume. Goods that are enticingly displayed, and conveniently arranged for demonstration are preferred by sales people because they are a real help in selling. An excellent example of an attractive and helpful type of display, is the one made of lustrous black Bakelite Molded, for the choice perfumes of Roger and Gallet.

For modern displayers, Bakelite Molded possesses many striking advantages. It is light in weight, strong,

and durable, and is readily molded into practically any desired form or design. Its deep, lasting colors, and lustrous finish reflects the quality of the products displayed. Bakelite Molded retains its "new" appearance indefinitely, and does not get shabby.

Designers of displayers, containers, and packages will find that Bakelite Molded offers an opportunity for the expression of new ideas, and frequently is an inspiration. The story is fully told in our booklet 8C, "Restyling the Container to Increase Sales". Write for a copy.

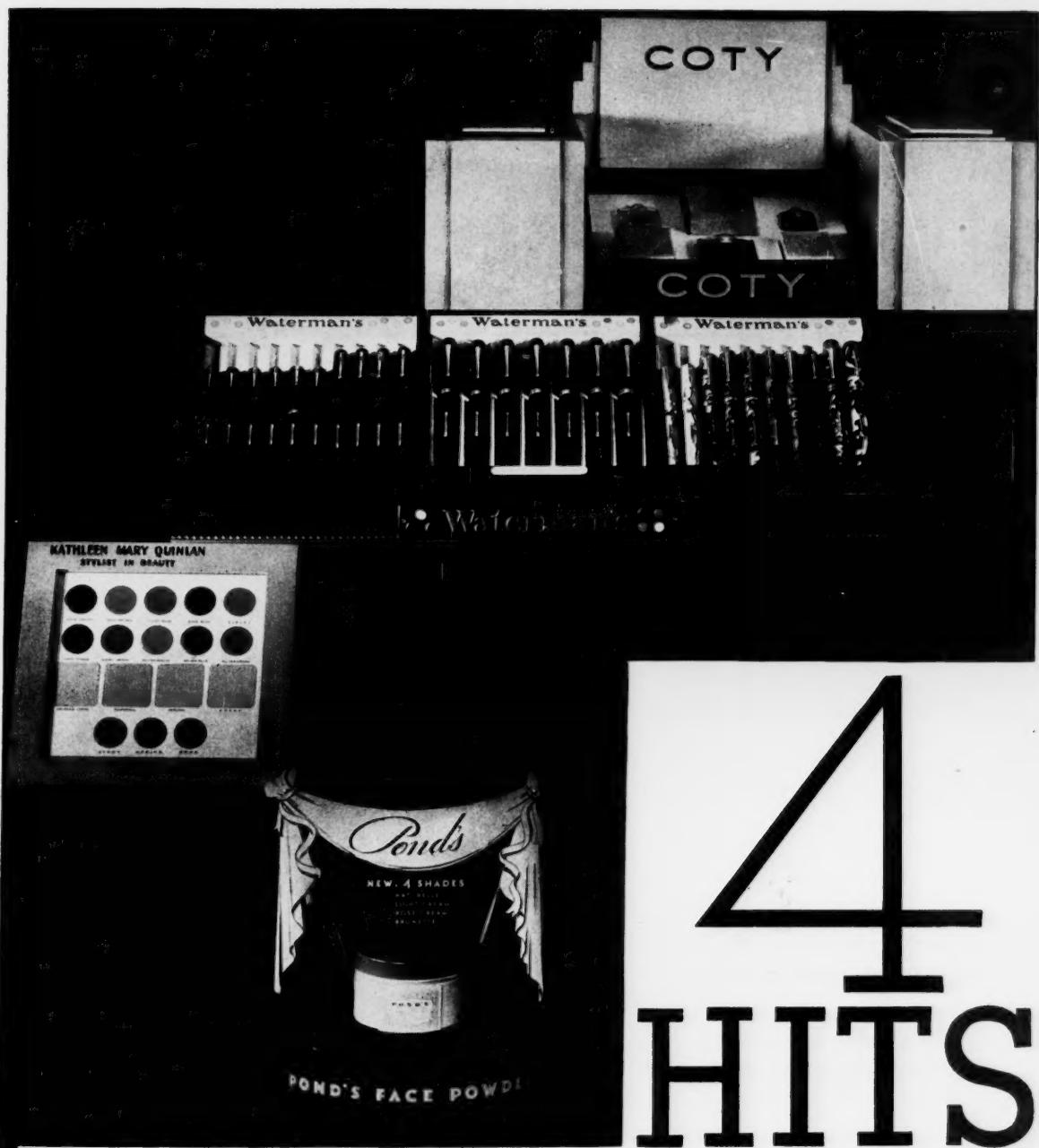


**BAKELITE CORPORATION**, 247 Park Avenue, New York, N.Y. . . . . 43 East Ohio Street, Chicago, Ill.  
**BAKELITE CORPORATION OF CANADA, LIMITED**, 163 Dufferin Street, Toronto, Ontario, Canada

# BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bekaert Corporation. Under the crossed "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bekaert Corporation's products.

# THE MATERIAL OF A THOUSAND USES



**4  
HITS**

WE ARE particularly proud to have been associated with these nationally known organizations in the production of these merchandise displays... They typify the variety and extent of our service... One was the product of our own designing staff; two were originated by our customers and executed

by us—the fourth was the result of collaboration between our customer and ourselves... The same variety of service is available to an additional clientele, not only on displays but on fancy boxes as well... We shall be glad to have an experienced representative call to see you.

**ARROW**  
MANUFACTURING COMPANY • INC

ARROW MANUFACTURING CO., Inc.  
Fifteenth & Hudson Sts., Hoboken, N. J.

Please send your representative to see us.

See our Mr. ....

Name....

Address....

# CANS

Oblong and oval fibre cans that have all the appearances and qualities of lithographed tin cans, and yet are considerably lower in cost, as illustrated below have proven to be real sales builders during this depression. The two top rows show a new oval base talcum powder can that has met with extraordinary success, and the others are oblong cans that have replaced round cans to the advantage of a number of our customers.



R. C. CAN CO.  
St. Louis, Mo.

BRANCH FACTORIES AT  
KANSAS CITY AND  
RITTMAN, OHIO

# The Munson Bag

PATENTED JULY 19, 1932—NO. 1,868,069

A REINFORCED, 100% MOISTUREPROOF BAG

IT combines unusual strength with the merchandising advantages of moisture-proof, transparent cellulose.

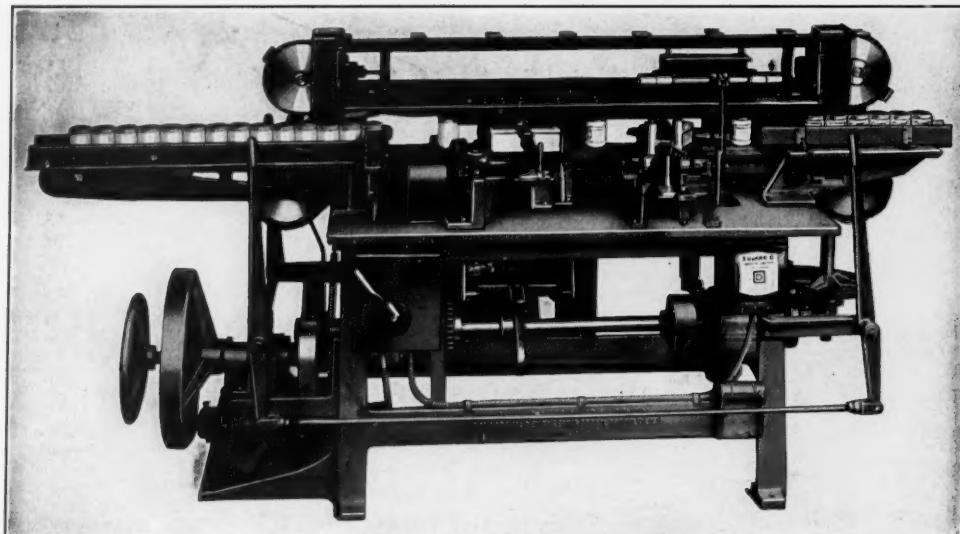
Note how the sample bag is entirely lined with moistureproof, transparent cellulose and also how strong it is at all seams, folds and bottom as the result of the reinforcing.

These bags are made with decorative paper in a number of attractive colors, providing a splendid background for display printing.

If you use bags for packaging let us send you samples of Munson Bags suitable for your product. You will be surprised at their moderate cost.



**THE MUNSON BAG CO.  
CLEVELAND (10271 Berea Road) OHIO**



# Difficult Labeling Successfully Done

*with the McDonald All-Around Labeler*

APPLYING fully gummed labels all around the body of bottles is one of the most difficult of labeling operations. Yet the McDonald All-Around Labeler does it with a perfection and speed that gives joy to production managers. At the rate of 60 bottles per minute, the labels are applied in a thoroughly clean, accurate, permanent manner.

Like all McDonald Labeling Machines it is designed on the straight-line production principle, which has proved to be the most efficient one.

May we tell you more about this All-Around Labeler, how it has solved the labeling problem for scores of manufacturers making nationally known products and how it can help you to get increased output and better labeling—at lower costs?



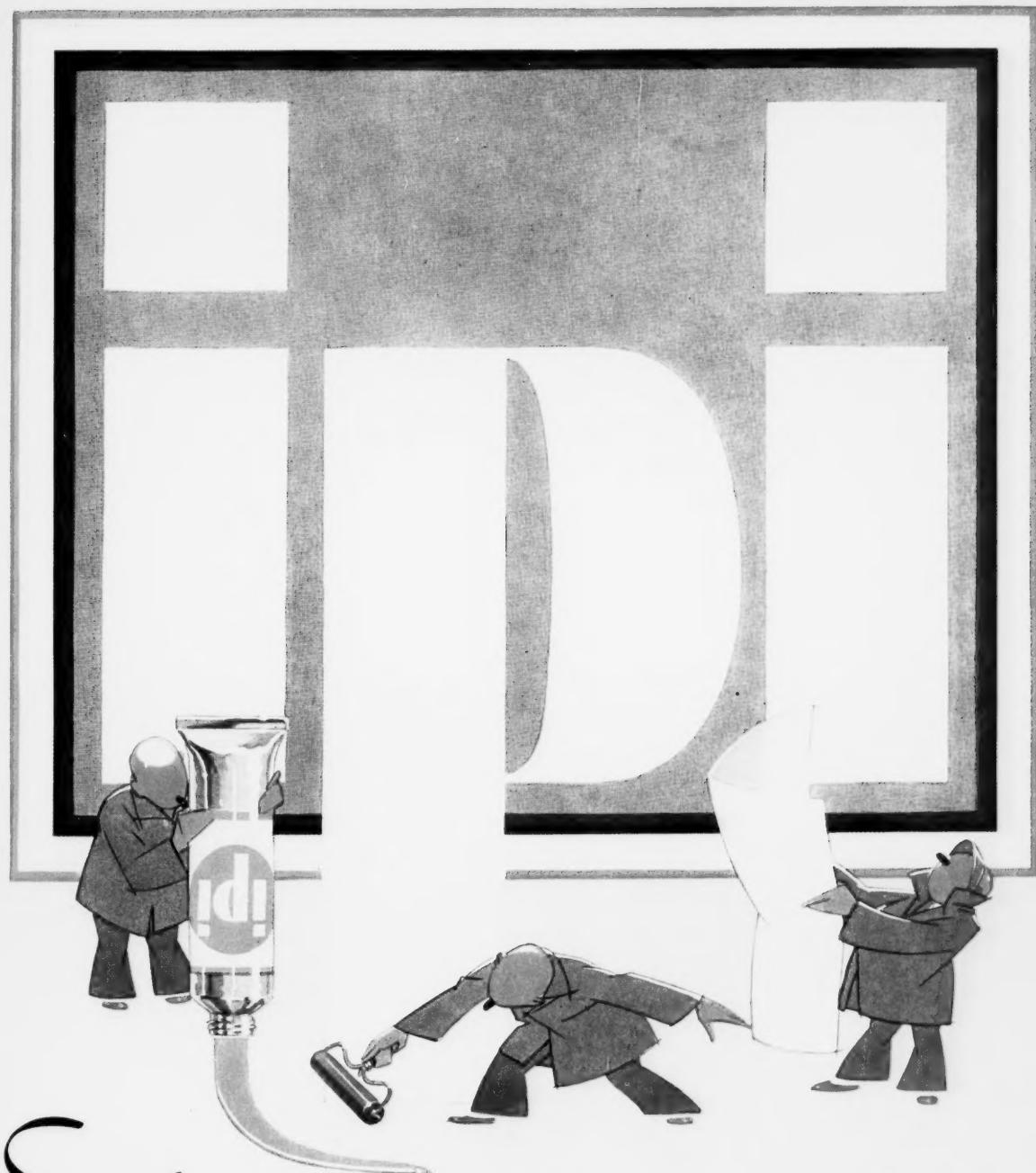
• MCDONALD •  
ENGINEERING CORP.

220 VARET STREET, BROOKLYN, N.Y.

LOS ANGELES 443 So. San Pedro St. ······ LONDON Windsor House, Victoria St. S.W.1 ······ CHICAGO 1112 Merchandise Mart

r





## *Still a Job for Hand and Brain*

TUESDAY morning's newspaper is on the street Monday night. From mid-day on we can buy fresh news every hour. We receive our favorite magazine right on the dot, regardless of time and distance. From the abundant supply of printed matter available, the layman gets the impression that modern printing is nothing more than a matter of mechanics, of automatic equipment and accelerated speed.

It is true that printing machinery has shown phenomenal improvement in our generation. But notwithstanding the sensational strides made in equipment, those behind the scenes—writers, artists, engravers, and pressmen who contribute specialized talents to the success of printing—know that it is *still a job for hand and brain*, still a constructive undertaking in which the human element is paramount.

THE HUMAN ELEMENT IS PARAMOUNT IN FINE PRINTING

## The Pressman Re-creates a Theme . . .

No matter how rapid, precise, and involved the press mechanism, it is nothing more than a structure of iron and steel. *What* the press prints has been conceived by human brains, and *how* it prints is governed by the spirit of the pressman. Mechanical advancement is highly desirable, but the justification of the printing craft will always be character and excellence in presswork.

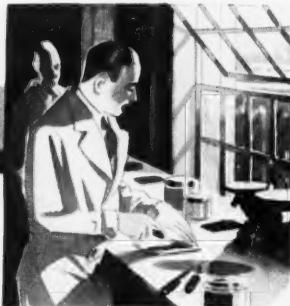
For the feeling it expresses in type, design, and color, for its power to impress the eye of the reader with ideas and color images, the printed page is indebted primarily to human talents and accomplishments.

Printing plates are but *the metal mold of a theme* created by the idea man, the color expert, and other associated workers. The pressman must re-create that theme into a living, colorful, visible reality on paper, and his medium of portrayal is *ink*.

No press invention alone has ever yet been able to conceive color beauty. Only human judgment, taste, and skill are capable of translating press power into color effectiveness.

Ink-making is a job for hand and brain. Whatever mechanics are involved are supplementary to skill, judgment, good taste, and experience.

As specialists in inks, we can make many valuable contributions to your printing success. Give us an opportunity to help you. We suggest that your name be upon our mailing list. Ask for INK INTELLIGENCE—it will give you a fresh viewpoint on many matters.

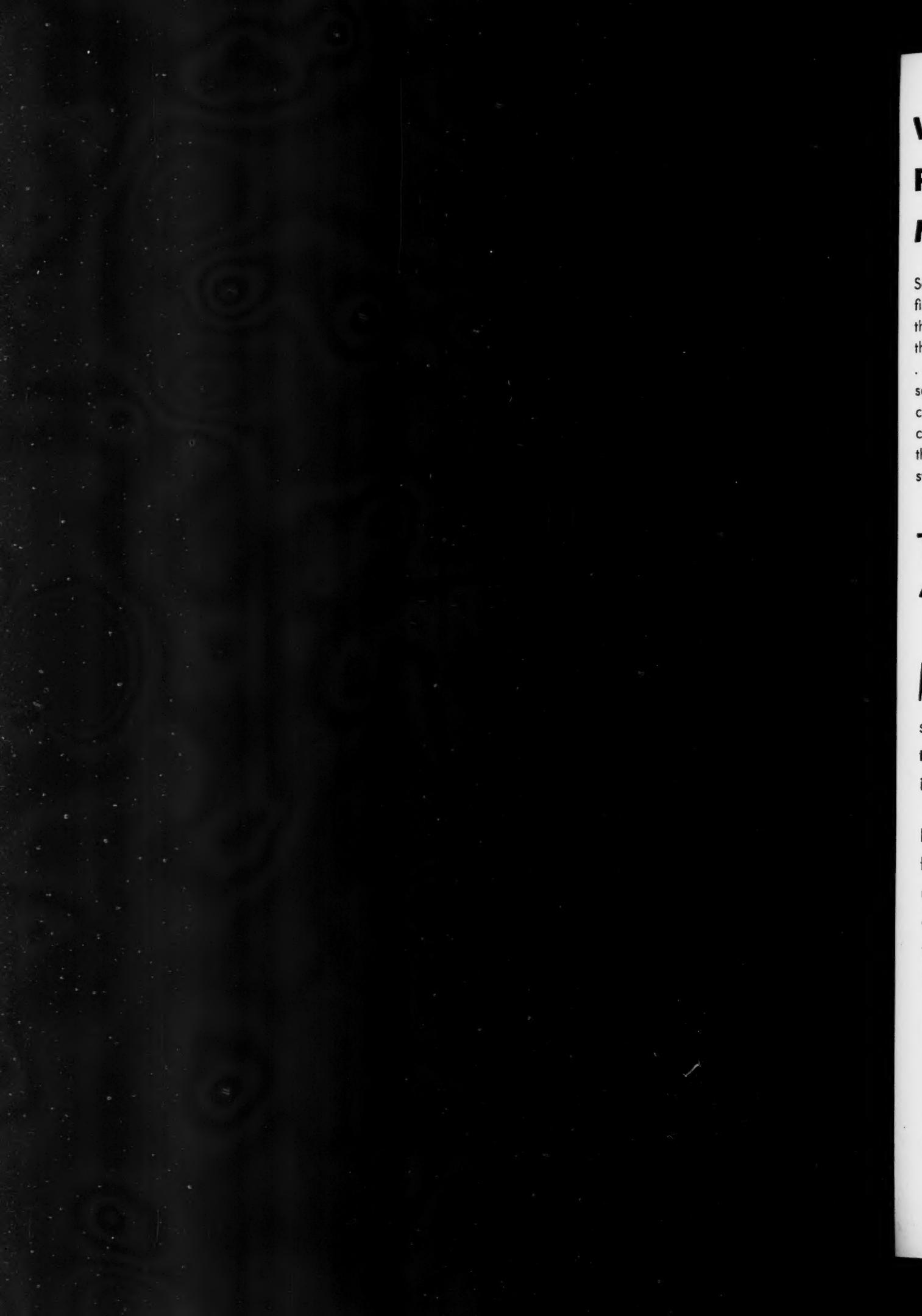


THE INTERNATIONAL PRINTING INK CORPORATION  
75 VARICK STREET NEW YORK CITY

Branches in the following cities: Atlanta, Baltimore, Battle Creek, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Houston, Indianapolis, Kalamazoo, Kansas City, Los Angeles, Milwaukee, Minneapolis, Nashville, New Orleans, New York City, Philadelphia, Richmond, Rochester, St. Louis, St. Paul, San Francisco

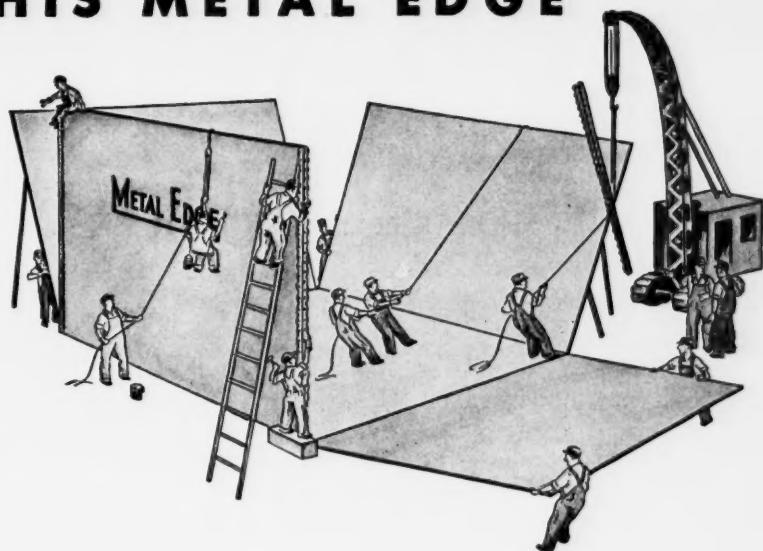
INKS FOR ALL PAPERS, ALL PURPOSES, ALL COLOR EFFECTS





# WHAT IS THIS METAL EDGE PACKAGING METHOD?

Scores of nationally-known firms use it. For some it saves thousands of dollars yearly on their packaging requirements . . . others get stronger, more satisfactory boxes at no greater cost . . . others value most the incorporation of packaging into their regular production-line system. What IS this method?



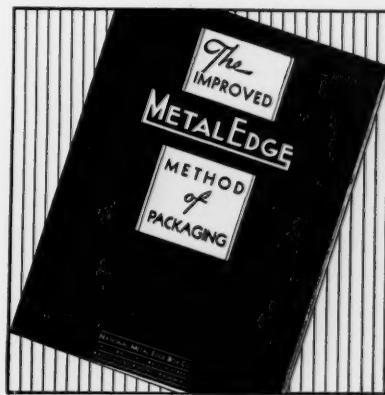
## THIS BEAUTIFUL NEW PORTFOLIO "TELLS ALL" . . .

METAL Edge is more than the strongest paper box known. It is more than a means for assembling such boxes right in your own plant, when and as you need them. It is a superior packaging method, quite different in many ways from any other.

Not in several decades has business felt so great a need for original ideas, fresh merchandising approaches, new and more economical production methods. Firms are bending every effort—leaving no stone unturned—in their search for them. Many have found that the Improved Metal Edge Packaging Method points the road to all three.

### INVESTIGATE!

THERE MAY BE A MONEY-MAKING OR MONEY-SAVING IDEA FOR YOU IN THIS PORTFOLIO OF MODERN PACKAGING. MAY WE SEND YOU A COPY?



Gentlemen:

You may send me your new Packaging Portfolio, without charge or any obligation on my part except to look it over.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

**NATIONAL METAL EDGE Box Co.**  
334 NORTH 12TH STREET  
PHILADELPHIA · PENNSYLVANIA

# YOUR PACKAGE

is a 6-SIDED AD that runs for years in free space. This 6-ply Ad . . . this 3-dimensional counter-window-and-shelf DISPLAY is the culmination of your entire Sales Drive. Can it be improved?

•  
Your PACKAGE is your final salesman in the store and in the home. Is it clear, simple, businesslike? On the job with a pleasing personality? Attractive, inviting sales, urging a trial—RESELLING for you day and night, year in and year out?

•  
Do you know? Can you find a design that will outsell it? Have you tried? . . . That is our business. We serve manufacturers in developing more effective packages. We do not sell merchandise. We design to a market, *after we know what that market is.*

•  
Let us talk these matters over and see if together we cannot develop a package which is a better Ad, a better Display, and a better Salesman than the one you are now using. A conference on your problems is strictly confidential and creates no obligation.

•  
Industrial Design is one of the least expensive and most logical of new business tools. Use it in your sales strategy. You are cordially invited to visit our office where you can see a wide variety of packages of proven sales value that we have designed.

## INDUSTRIAL DESIGN INC.

SIMON de VAULCHIER, PRESIDENT  
ROY SHELDON, VICE-PRESIDENT  
GEORGE W. BLOW, SEC. & TREAS.

Lackawanna 4-6232

11 West 42nd Street, New York City

# Winning Consumer Preference..

THE consumer choosing from a number of different brands of the same kind of product naturally selects the package that makes the best impression—the one that most appeals to the eye.

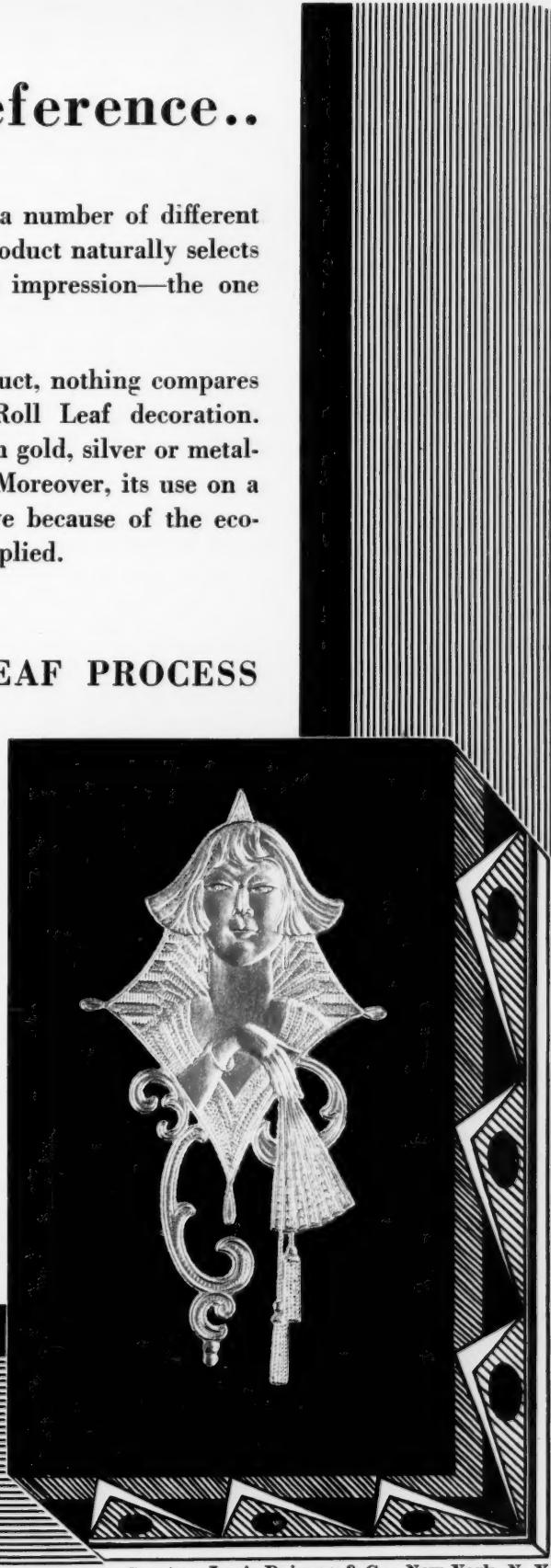
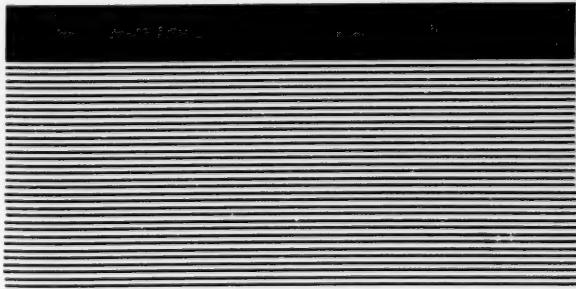
To win this preference for a product, nothing compares in effectiveness with Brighten Roll Leaf decoration. Its gleaming brilliance (whether in gold, silver or metallic colors) appeals to everyone. Moreover, its use on a package is remarkably inexpensive because of the economical process by which it is applied.

## BRIGHTEN ROLL LEAF PROCESS

—both the stamping and embossing, is done in one operation, at the speed of ordinary printing. Many printers are equipped to do this work. Write us if your local printers cannot service you. Samples and full information on request.

**The H. Griffin & Sons Co.  
Brighten Leaf Division  
65-67 Duane St., New York, N. Y.**

BOSTON:                    CHICAGO:  
222 Summer St.        701 S. Dearborn St.



Paper Courtesy Louis DeJonge & Co., New York, N. Y.  
NOVEMBER, 1932      27

# TRY... *this Profitable way of buying CONTAINERS..*

Buying cans today is more than the simple matter of checking bids on an ordinary type of container. In this era of package competition, yours must do more than safely contain . . . it must be a real selling aid for your product.

When you're ready to "talk cans" again—check with Continental. Let the Development Department show you how a new type of container, or perhaps only an improvement on your present one, can help to put your package ahead of competition.

Or, let Continental's Packaging Specialists offer you suggestions for improving your design or for an attractive new color arrangement . . . all to help give your can more salability and merchandising value.

At Continental, you have available cans that are widely adaptable, thoroughly protective and economical, in sizes, shapes and styles, to meet every need. A completely equipped Research Department . . . 39 plants strategically located from Coast

An excellent illustration as to how a package can be improved to give it greater convenience in use as well as to better style and shape of the container. The cap and brush idea created by Continental's Development Department has contributed greatly to the sales appeal of the product, as has the new style of the container.



This is a typical example of what can be done in re-designing a package to increase its sales appeal. Continental's packaging specialists completely changed the design and utilized the same color combination in a more pleasing way to give this manufacturer a better package.

to Coast . . . and an organization with over a quarter-century of experience in *Packaging to Sell*, complete a service that has been extremely profitable to many large and small manufacturers, and should be equally serviceable to you.

With the 1932 profit picture demanding old buying habits be checked out in favor of real honest-to-goodness value-getting, it will pay you to bring your can problems to Continental.

## CONTINENTAL CAN COMPANY INC.

NEW YORK: 100 East 42nd Street  
ASHLAND 4-2300

SAN FRANCISCO: 155 Montgomery Street  
GARFIELD 7890

CHICAGO: 4622 West North Avenue  
SPAULDING 8480

# MODERN PACKAGING

NOVEMBER, 1932

VOLUME SIX—NUMBER THREE

## Opportunities for Package Redesign

By Roy Sheldon

### I. Staple Foods—Cans

IN THIS DAY of perfect cans and improved lithography the redesign of canned foods presents opportunities for improved sales strategy. Selling food, like selling anything else, is primarily a matter of *getting attention*. How can the label design attract the eye, be seen, noticed, arouse interest? And when it has been seen, how can it best appeal to the *appetite*? By suggesting to every woman flavor, freshness, quality, size, and value to be found in the product.

Designing a package to sell food is a *human* matter. It must appeal to 50,000,000 women in the grocery store and in the kitchen. The woman who buys has a family to feed, she is thinking of what to serve, planning her meal for nourishment, variety, taste, cost. At the same time she remains a *woman*, which means that she is susceptible to cleanliness, neatness, color, and a certain orderly combination of these elements which she might call "smartness." Call it beauty, attractiveness, "kick," style—whatever you wish—her magazines, her clothes,



Each of these nationally known packages exemplifies one or more of the suggestions offered in this article

her entire household equipment have it . . . and the depression has not decreased her desire for it.

Today the staple food packages find their redesign opportunities in taking advantage of these proven attractions to women. In general, tradition rules the field of staple foods, with the result that it is fair and reasonable to say that these packages are not as *human*, as simple, direct, clean, and effective as the packages of other and younger businesses such as beauty aids, soap-flakes, toiletries, drugs, cosmetics, prepared cereals, etc. There are notable exceptions, but from the woman's point of view the majority of our staple food packages are drab or cluttered with (to her) meaningless factory symbols, or harsh in color, with lettering entirely foreign to her eye trained by the advertisements in her magazines or those of the department stores in her daily newspaper.

This difference between the food packages and the other merchandise the woman buys presents certain opportunities for speaking more directly to her, getting her attention, and selling her food in the terms most natural and familiar to her—those to which she most readily responds with, "I'll take that." How can these opportunities be exploited to increase sales? Does this mean increased packaging costs? Does it mean expensive experiments or gambling with an established acceptance?

Not at all. It means simple *actual sales tests* of consumer acceptance and women's preference. These sales tests cost very little to carry out and the answer they provide is the only answer that makes sense. Many of the grocery chains (young businesses and very close to the consumer) are constantly putting new designs to sales tests and getting a conclusive and frequently astonishing acceptance before they make package changes. To print up a few hundred labels and park the new and old packages on the same counter at the same price is usually sufficient to give a definite answer. The whole point is that it is a true *consumer's answer* and not the arbitrary decision of a board of directors or a design committee. The consumer—the customer, if you prefer—is right.

Moreover, logical planned redesign frequently means appreciable savings in packaging costs. In some lines it will bring about a needed standardization; in many instances accomplish a reduction of colors, the elimination of embossing and gold trim. Above all, using the label to sell food to women who have families to feed every day—appealing to the appetite through the eye, telling a direct sales story—means *simplification*. The can is a small short cylinder. Use it, but don't forget it.

To get down to cases and draw up some constructive suggestions of wide application:

1. A *food in its natural state* is still close enough to the experience of this half city-dwelling nation to tell its story. Therefore, a picture of a ripe tomato sells canned tomatoes. Why not a salmon colored label to

sell canned salmon? It is worth trying, after a study of the salmon packages on the grocer's shelves today. Two colors instead of three or four and gold embossing. A color that says "Salmon"—and one that would be entirely new and distinctive on the shelf.

2. A second typical strategy and a very much neglected one is to learn the lesson of glass and transparent cellulose. Use the excellence of modern printing and lithography to *show the product inside the can whenever that product is attractive and appetizing in appearance*. Cover the label with a pattern of peas or lima beans. Show prunes or diced pineapple or sliced carrots as a background for the brand name. Use the facilities of the modern printer to adopt the virtues of transparent packaging to the opaque can. If the result is not an equivalent it still tells its story directly to the appetite, is new, fresh, and stirs the imagination.

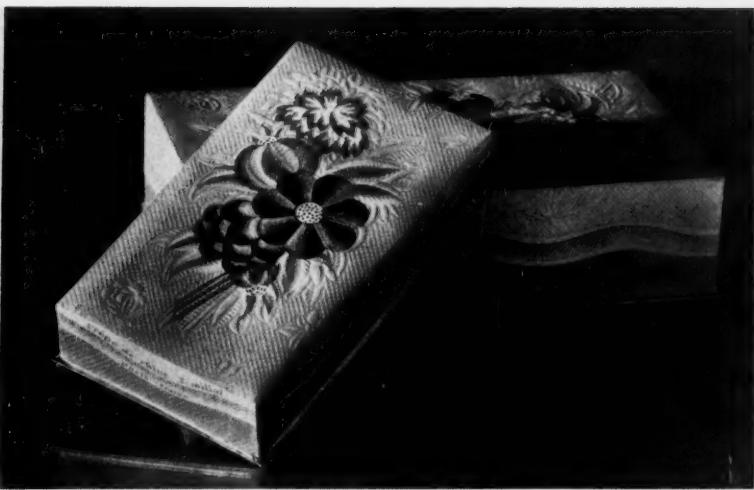
3. A third treatment which is simple and immediate, is to follow one of the essential display techniques widely used for effective packages in other industries. *Let the printed word, carefully laid out and extremely well lettered, tell its story against a clean and simple background.* "Baked Beans by Barton." This is particularly applicable where neither the appearance of the product nor the reproduction of the raw food is effective in selling it—say devilled ham or sauerkraut or crab flakes.

4. The fourth and the most difficult technique is showing the food ready to serve. This trend has grown because of its obvious and strong appeal but it meets two obstacles: lack of space and the difficulty of producing convincing color illustrations in a limited number of impressions. If this appeal is to be used, it merits being used well.

For ingredient foods, however, this appeal in terms of the final product ready for eating, offers an opportunity to touch the housewifely imagination in terms of frequent use. This treatment, so general in advertising, is beginning to appear on packages. Vinegar and oil as well as mayonnaise are sold on the salad appeal, syrups on pancakes, and bacon as bacon-and-eggs. Why not baking powder as biscuits and cakes; coffee in the cup, etc.?

Obviously if the ready-to-serve illustration is to be made larger and more appetizing, the manufacturer's name may have to be given less space and possibly moved up or down. This is entirely in the trend. Women are less interested in factories as the years go by. They are inclined to take excellence of production for granted. The brand name, however, is of great importance, not only to the maker, but the housewife as well. It is her guide in her favorite habit of quick shopping and her guarantee of quality.

In one city today there are over eighty competing brands of peas. Their labels cost approximately the same price. The sales strategy of the canner is to sell his brand of peas to women. Fifty million women can't be wrong. Is it worth while finding the label which will appeal to those women?



Draeger Freres of Paris makes this gorgeous gold-bronze perfume box (left) out of paper, wonderfully embossed. The glass base was the photographer's idea for showing it off. At the right, a box Draeger Freres designed for a silk house

## As They Do It In Paris

By Kurt Zog

STRIKING EVIDENCE of the prominent place the modern package plays in merchandizing French products was recently given by an extremely pleasing poster to be seen all over the place over here. The poster announced the great annual house furnishing exhibition which for a fortnight each year covers the acres of floor space of the Grand Palais. It is one of the big events of the season, and thousands of people flock there daily to see the latest wonders in comforts, refinements and luxuries for homes.

However, there is probably no other industrial group which has so little opportunity to take advantage of the selling power of the modern package. Refrigerators, sideboards, beds and electric washers make a rather large order for the decorative carton producer. But the home furnishing exhibition went better than that. It packaged the home, itself. The poster displayed a dramatic box, open, and within it was a charming cottage, ready for occupancy.

One reason for the great and increasing use of packages for display and sales purposes in France is the esteem in which the package, as an individual item, is held. All women, all over the world, love attractive boxes for the storing away of trinkets, letters from former sweethearts which they take out and read when their husbands are especially disagreeable, and boxes for daily use in the holding of endless and countless toilet and lingerie articles. But the French women must hold the international record for devotion to ornamental boxes, for you will see "show" containers used all over the house as items of display.

The natural result of this contagious container affec-

tion is that when manufacturers are slow to package their goods and so control their place in the consumer market, the shopkeeper will do the packaging and secure the advantage for himself. While grocers, and coffee and tea merchants, and also druggists, will do this in many instances in a modest way, and for sanitary reasons chiefly, the candy retailer, smart shop handling men's and women's wear, glove stores and style jewelry retailers, will have boxes designed for their own exclusive use. And it is not at all unusual for these shops



The rich brilliance of colors achieved by Draeger Freres in producing these powder boxes can only be hinted at in this reproduction

to have boxes of different grades, so that if one wants to make a gift look impressive all that is necessary is to pay the shopkeeper a bit more and get a finer box.

There is one prominent carton house which specializes in just such de luxe packages. In a picturesque building some centuries old, on one of the two historic islands in the Seine River where Paris was born more

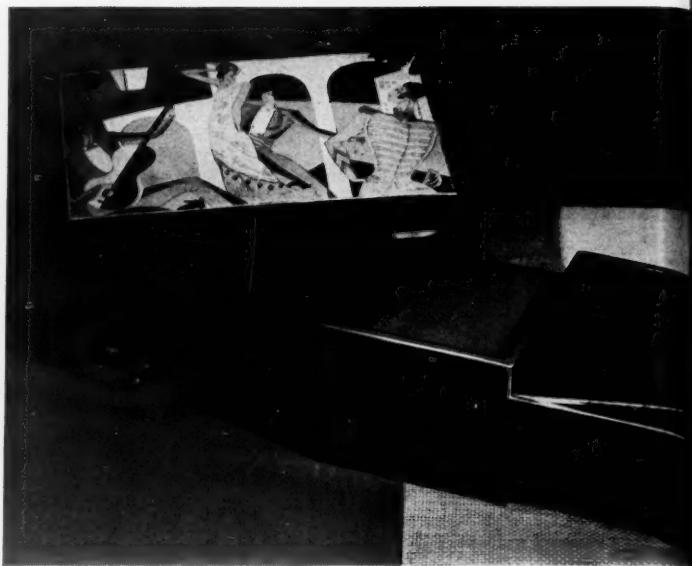
than a thousand years ago, is located the modern package establishment of Monsieur Tolmer. It is there, in his studios and workshops, that are produced perhaps the most beautiful and elaborate boxes, if one dares use the word in connection with objects which are such manifest works of art, created in any country.

The house of Tolmer seldom goes in for real mass production. Tolmer boxes are too nearly museum pieces, too nearly precious things one might go in for collecting with the idea of some day donating them to the Metropolitan Museum of Art. Where, by the way, they could hold their own very proudly. Monsieur Tolmer himself is a great box collector. He has traveled over much of Europe on the lookout for ancient packages which may once have contained a hat for a queen, jeweled gloves for a duchess, or a pair of dainty slippers, some priceless lace or rare silks. Monsieur Tolmer's collection of boxes is his chief treasure, also it is frequently the inspiration for the shapes and designs his own establishment produces. Many of his boxes are sold as boxes; just that. People buy them for themselves, I mean the boxes themselves, for while many are indeed coveted by the purchaser many more are given away as presents. There is a great trade among tourists in Tolmer boxes.

Just the same he does a steady business with the ultra fashionable candy houses, which pack their choicest chocolates in gorgeous presentation boxes which cost the customer far more than the candies they hold. Tolmer boxes have had a great influence over the modern package development in Europe and he is considered as a leader rather than a competitor in that industry.

But quality with quantity is another thing, and for that we turn to the distinguished house of Draeger Frères which has spent many years in perfecting the production of boxes for holding face powder. The result of the studies of this organization might be summed up in the phrase, "quality that endures." Quality in design, quality as to the papers and inks used, quality in the methods of production.

What is more this organization has a sound merchandising argument with which to back up this principle. It claims a poorly produced powder box wears out its welcome before it is emptied. As these boxes are in



*Tolmer of Paris designed these boxes for the fashionable candy shop of the Marquise de Sevigne. The one in the background, showing Spaniards having a jolly time has a little music box concealed in its insides which plays a selection from "Carmen" when you "reach for a sweet"*

use for weeks, frequently for months, and in daily use at that, the fact that they may continue to be an unwelcome guest for a long time is serious. The right powder box, Draeger Frères claims, must become more than a guest. It must be the close, intimate friend of madame, the purchaser.

Powder boxes, the brothers Draeger declare, must be strong enough to withstand repeated handling. The design must be rich, usually favoring a classical or oriental motif, so that the box will not offend the silver or ivory toilet articles with which it must associate. The paper, inks and printing employed in making the box must be of such quality as not to lose freshness.

While the company fully realizes the importance of having a box which will hold its own in competition with a number of other containers when displayed in retail shops, it would not sacrifice its ability to *continue* to please to gain a momentary attention. Draeger believes that a box, no matter how attractive it may be at the time of purchase, which does not present a surface



which prevents easy soiling works against repeat orders. It is like a bad last act to a good play, or an unpleasant ending to an otherwise good business letter. It leaves a bad impression.

However well a powder box may have started out, if it becomes an eyesore on a dressing table as its contents diminish, it is forever prejudicing the buyer against it. The powder is good, but probably no better than several other kinds. At last the box is empty. There is no longer any need to let it reduce the charm of the dressing table, to cast a stain upon its otherwise dainty setting. So the box is thrown away without any feeling of regret; worse, it is discarded with a feeling of relief that its time has passed.

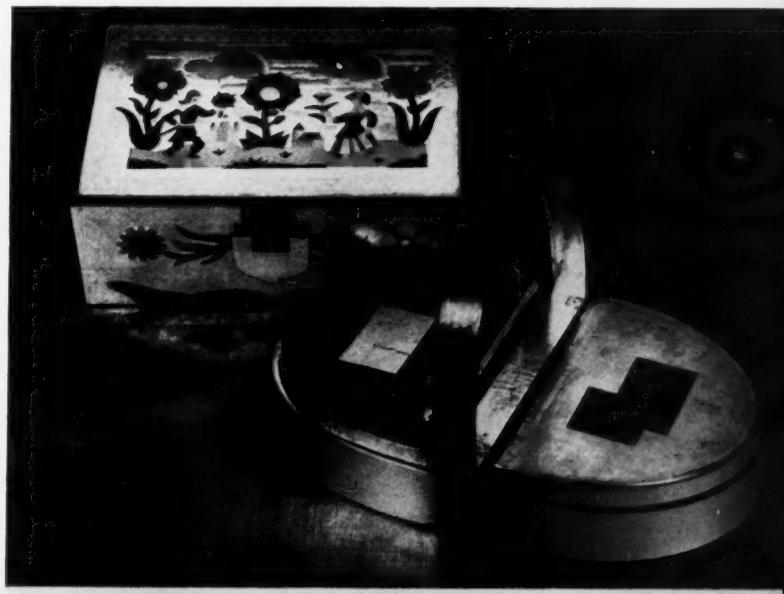
So the lady in question says to herself, consciously or unconsciously, why get another of the same kind and have it repeat the offense? Why not switch to another brand and try that? The repeat order is lost. There is no danger of this box being retained to hold tiny odds and ends. It has not established its position on the dressing table. It has not made a place for itself. It does not fit in agreeably with the other essentials. So why repeat the purchase?

The Draeger brothers also feel that boxes designed to contain such intimate items of a lady's toilet, items intended to add to her charm and loveliness, should carry a similar note in their appearance. That is why this house has spent years in developing its processes for making paper look, and feel, like what it is not. In making it look like smooth old ivory, fine woods, rich leather; and in embossing, print-

ing and finishing these boxes to give them a surface "you love to touch." To make them so enduringly attractive as to cause buyers to retain them. In short to continue their selling efforts, their appeals for repeat orders, throughout their useful lives.

While the Frenchman, as with most of the rest of us, is apt to favor the ornate package as a gesture, you are not likely to find the commercial gentlemen of Paris throwing their money around on cartons which have not been made to stand a number of visibility and endurance tests. They are not always sure that it pays to advertise; but they seem to know darn well it pays to package in the modern manner.

In his article, "Paris Package Designing Trends," in the May, 1932, issue, Mr. Zog stated: "It is the Frenchman's passionate devotion to originality, to doing what he pleases and how he pleases, which has given him his superior position in various branches of the fine, applied and graphic arts." In his present contribution, Mr. Zog has further exemplified this thought and cited a number of exquisite examples which carry its expression. Each of the packages shown expresses a desire to create that which will be sought and prized.—EDITOR.



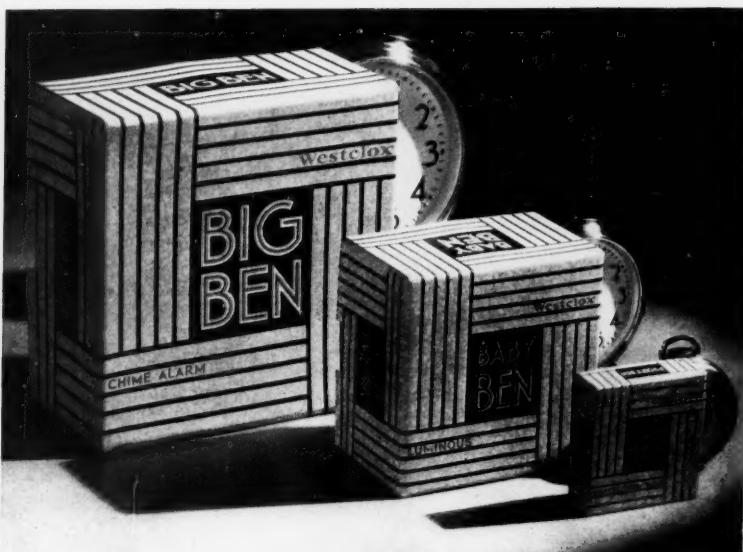
*The loveliness of old ivory and the brilliance of enameled metal have been given to paper by Draeger Freres in producing the powder box at the left, on the page opposite*

*At the right on the opposite page is another powder box which incorporates the charm that rich leather gives to sight and touch*

*Upper Right. Candy boxes by Tolmer of Paris. The modern design in the foreground closes up, concealing the handle and making a smart half-circular affair, easy to pack*

*The jewel casket in the foreground, at lower right, is a reproduction of an 18th Century design, made for the Marquise de Sevigne's very swank Paris candy store. So was the hand-painted box with the paper frame made to imitate metal. Both by Tolmer of Paris*

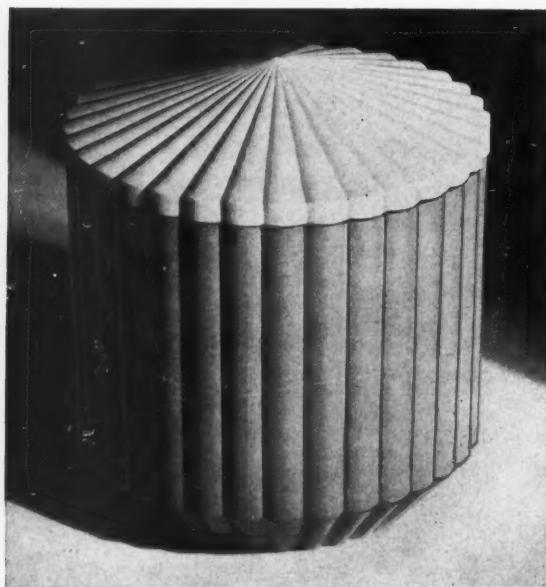




## New Tricks in Packages

Convenience in household now commands the package as well as the product in two new offerings of the Brillo Company, Inc. A pressed rubber dish serves as a holder for the soap—both wrapped in transparent cellulose. Then there's Orbo's bluing, in a collapsible tube—the first instance we know of in which the type of container has been used for such a product. The carton carries same design in the same combination of colors.

Simplicity, harmony in color scheme, dignity and legibility characterize the new packages of the Ben family. Designed by Henry Dreyfuss, these reflect the appeal, sturdiness and salability of the time-pieces. Gray and black with vermillion lettering, the design carries the eye from left to right (clockwise) and consists of five lines representing the music staff to indicate the musical tones now emanating from Big Ben in contrast to his former strident voice.



The beauty of the molded jar shown at the left relies on the balance of its proportions: the upright section of the jar, the receding section of the base, plus the jar's relation to the size and shape of the cover and the interesting treatment of the detail of the shape. The flutings, having their origin in function, serve not alone as surface decoration, but provide a means of easy opening and closing, as well as being slip-proof. The inside of the container is so arranged that there is a step in the wall which meets the inner flange of the cover, producing an extra top and bottom seal. Space between inside of cover and wall step can be used for a package insert. Designed by Edwin H. Scheele and molded by Columbia Phonograph Company.

Unusual shape of bottle and label make for distinctiveness in the new package which the A. C. Horn Company is using for its "Dry-Suds"—a liquid which dyes and washes in one operation. A package "Outsert" is used to carry full directions and uses.

Wilson-Western Sporting Goods Company is making use of an Apollo metal covered box—the Hol-Hi Gift Box—to hold one dozen golf balls. The box is a product of the Milwaukee Paper Box Company.

Favorable comment has been made on the 5-lb. vacuum tin container for Gold Medal shelled pecans recently placed on the market by Southland Pecan Co., Inc. Lacquered bands of the natural metal attractively frame the lettering and background. Designed and made by Continental Can Company.

The "Mello-glo" package, designed and produced by The Dennison Manufacturing Company, expresses elegance in each detail of design. Box cover is printed in black, gold bronze, magenta and green. Padded top of powder box is embossed, black letters on gold background.



Directions for Duff's Spice Cake Mix



Directions for Duff's Devil's Food Mix



# DUFF'S Devil's Food

(8 OZ.)  
CUP

DIRECTIONS FOR BRAN MUFFINS  
Pour contents of can into mixing bowl. Add one cup of warm water, a little at a time, stirring until a smooth batter is obtained. Pour into a well greased pan. Bake 35 to 40 minutes in 350° oven. Duff's Ginger Bread Mix makes many other good things besides ginger bread. A recipe booklet will be sent on request. And we will be glad to send a sample can of the companion product, Duff's Bran Muffin Mix.

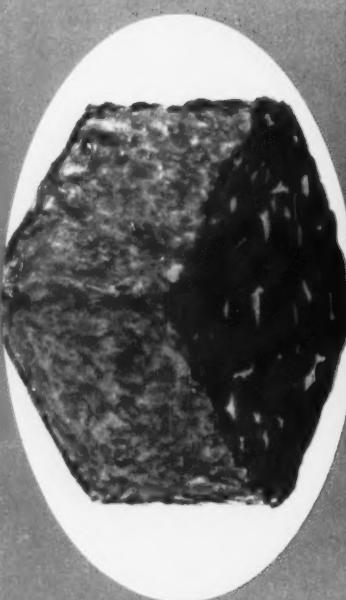
# DUFF'S Ginger Bread Mix

## D I R E C T I O N S

Pour contents of can into a mixing bowl. Add one cup of warm water, a little at a time, stirring until a smooth batter is obtained. Pour into a well greased pan. Bake 35 to 40 minutes in 350° oven. Duff's Ginger Bread Mix makes many other good things besides ginger bread. A recipe booklet will be sent on request. And we will be glad to send a sample can of the com-

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PATENT  
ADD. FOR



FLOUR, MOLASSES,  
SHORTENING, EGGS, SPICES  
AND PHOS. BAKING POWDER

CONTAINS  
EGGS

MADE WITH DUFF'S MOLASSES

P.DUFF & SONS INC., PITTSBURGH, PA.

**DIFF'S SPICE CAKE**

**DIRECTIONS FOR BRAN MUFFINS**

Pour contents of can into mixing bowl. Add  $\frac{3}{4}$  cup (6 ounces) hot water slowly, stirring to an even batter. Fill greased and floured muffin tins not more than half full. Bake in a moderate oven (360°) about 20 minutes. A dozen medium sized muffins can be made from contents of this can.

Bran affords natural relief from constipation, molasses does too. In these muffins you have a happy combination of bran and molasses. Duff's Bran Muffin Mix makes tasty muffins, makes them quickly, it's easy to have them hot for breakfast.



COPYRIGHT 1932

# DUFF'S Bran Muffin Mix

MADE WITH DUFF'S MOLASSES



FLOUR, MOLASSES,  
BRAN, SHORTENING, SPICES  
AND PHOS. BAKING POWDER  
**CONTENTS  
12 OUNCES**

**P.DUFF & SONS, Inc.  
PITTSBURGH, PA.**

at space for name and letting part of the picture top. A poster outside latter illustration. In strongly against the delicate

Food Mix. As prepared produced a normally dark background of strongly in the odd lattice work cake with a white icing less. In this instance an illustration. With a slight down for easy reading, in previous labels.

family, Duff's Spice Cake and one in particular. In a series of labels it naturally to produce something Mix we found a variation of cake, and after the g a vivid orange proved

Something out of the of the dark band around g. But first and last the arrangement of the necessarily occupied so setting had to be discarded. Eligible must not be over or the name Duff's Spice With two lines there was tractive. Among experiment adopted in the fin discarded because it was in balance. In further ample for reading, so what herodox? What if it did point will probably pro will gain unusual attention.

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### Directions for Duff's Devil's Food Mix

Pour contents of can into mixing bowl. Add  $\frac{3}{4}$  cup (6 oz.) lukewarm water, little by little, stirring constantly. After all the water is added, beat the batter for about one minute or until it is smooth. Pour into a greased cake pan and bake in a moderate oven (350° F) for 35 to 40 minutes.



CORRECTION. USE ONE CUP (8 OZ.)  
WATER INSTEAD OF THREE FOURTH CUP



Copyright 1932

# DUFF'S Devil's Food MIX



MADE WITH DUFF'S MOLASSES

Composed of flour, eggs, milk,  
cocoa, sugar, molasses, phosphate  
baking powder and shortening.

CONTENTS  
14½ OUNCES



Directions for Duff's Spice Cake Mix

Pour contents of can into mixing bowl. Add  $\frac{3}{4}$  cup (6 oz.) lukewarm water, little by little, stirring constantly. After all the water is added, beat the batter for about one minute or until it is smooth. Pour into a greased cake pan and bake in a moderate oven (350° F) for 35 to 40 minutes.

This is a companion product to Duff's Ginger Bread Mix, Duff's Bran Muffin Mix and Duff's Devil's Food Mix. If you are not familiar with them write us and let us tell you about them. ▼ ▼ ▼ ▼ ▼

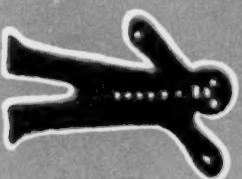
P. DUFF & SONS Inc. PITTSBURGH, PA.

MADE WITH DUFF'S MOLASSES

CONTENTS  
 $1\frac{1}{2}$  OUNCES

Composed of special flour, milk, eggs, shortening, plus baking powder and spices.

PAT.  
PEND.



Copyright 1932

**DUFF'S SPICE CAKE  
MIX**

DUFF'S SPICE CAKE



# Labels Need Not Be "Untouchables"

By John D. Duff

P. Duff & Sons, Inc., Pittsburgh, Pa.

SOME FIVE YEARS AGO it dawned on us that, after all, long used labels of antiquated design might not be sacred, that they did not need to be regarded as "untouchables." So we began some experiments, going at them very gingerly, aiming to modernize somewhat but without changing the general aspect. Equipped with sketches showing intended changes we consulted one whom we considered qualified to advise us. To our surprise, this individual calmly announced that our sketches were worthy of the waste basket, and offered to prepare some for our consideration. His designs startled us. They were modern and without a vestige of the old labels that we were using. They were so different that we were afraid to trust our own judgment and only that after a lengthy research among grocers, wholesale and retail, and consumers, we adopted these modern designs. We feel we have profited immensely from the label designing ability of the man that we consulted, and the lesson stood us in good stead in the work to come.

In 1930 we planned the introduction of a new and unique family of food products, the first of which was Duff's Ginger Bread Mix. Here again we counseled with our friend and, starting from scratch, painstakingly worked out each of the new labels which are shown on the page opposite. The story of some of the problems dealt with and their solutions may be of interest to readers of MODERN PACKAGING.

In the Duff's Ginger Bread Mix label the first difficulty was with the name, a long and awkward one. The arrangement adopted is a satisfactory one inasmuch as reading is naturally from left to right, and placement of the first and last words at the extreme ends of the lines works nicely. On a label an illustration of the product is a matter of course so there was the consideration of what sort of a serving could best be reproduced—a square of ginger bread was the final choice since it is the most usual one. And for faithful reproduction a cake was furnished the artist. Since our company has long been known in the food field for Duff's Molasses, prominent mention of it was made at the bottom of the label and its famous little trade mark, the Ginger Bread Man, was also introduced. With the background colors, light and dark green, and the lettering in white we obtained a strong effect; by the way, the greens are uncommon tints.

Next in this family of products came Duff's Bran Muffin Mix. Again we followed the useful arrangement of an awkward name, and, by way of strengthening the scarlet color, used a poster outline for the let-

tering. The need for sufficient space for name and illustration was arranged for by letting part of the picture of a muffin disappear at the top. A poster outline also served to emphasize the latter illustration. In the end all this stood out strongly against the delicate blues of the background.

Then came Duff's Devil's Food Mix. As prepared by the housewife this mixture produced a normally dark cake, thus prompting at once a background of strongly contrasting colors. The yellows in the odd lattice work background against the dark cake with a white icing brought the desired effectiveness. In this instance an entire cake was depicted for illustration. With a slight readjustment the name is shown for easy reading, in a way similarly adopted for the previous labels.

The latest member of the family, Duff's Spice Cake Mix, brought new problems and one in particular. In proceeding with the design of a series of labels it naturally requires increasing ingenuity to produce something novel. With the Spice Cake Mix we found a variation in the illustration of a slice of cake, and after the usual amount of experimenting a vivid orange proved the most effective background. Something out of the ordinary is attained by means of the dark band around the bottom with white lettering. But first and last the difficulty with this label was the arrangement of the name. The illustration chosen necessarily occupied so much space that the previous setting had to be discarded. On a round can a name to be eligible must not be over a certain length, so one line for the name Duff's Spice Mix was out of the question. With two lines there was a box effect, square and unattractive. Among experiments we hit upon the arrangement adopted in the finished label; at first this was discarded because it was so unorthodox, seemed so lacking in balance. In further consideration it was plainly simple for reading, so what did it matter if it was unorthodox? What if it did seem to lack balance? This point will probably provoke discussion but in this it will gain unusual attention.

Thus in designing a new series of labels we found a serious task, inspiring ingenuity to get away from a lot of fixed prescriptions which have long obtained. For one thing we are convinced that with the wide variation of opinion about labels, the work of designing should be entrusted to just a few people. And they need to have an understanding of the fundamentals of good labels, easy recognition, effective illustrations, color harmony and, withal, simplicity. Beyond all question the label plays a profound part in selling a product.



*In comparison with the old, the new R & R salt packages combine family resemblance with greater shelf display and memory value*

## Making a Package Talk Its Contents

A MODERN PACKAGE that will carry the same design in all sizes and shapes, a design that will be unique, original and of good memory value. These were the principal ideas which the Ruggles & Rademaker Salt Company of Manistee, Mich., wished to express in the redesign of its packages.

How this was accomplished can best be stated by Edwin H. Scheele of Package Design Corporation, under whose direction the new containers were designed. He says: "The psychology behind all our work for the Ruggles & Rademaker Salt Company is that the consumer when shopping is looking for a product first, and a brand name second, which means that we always feature the designation "Salt," the brand name being secondary, and the company name last in consideration.

"The colors are green and white with a thin orange

shadow around the name "Salt" and the trade mark. It is a clean and refreshing-looking package and according to our idea of color psychology, the deep green suggests the taste of salt.

"There was no family resemblance between the old packages and the predominating color was different on each style of package. The old package used three colors as against our new package of two colors. The old package presents a very jumbled up appearance, therefore has no memory value. The new package, due to its simplicity and the humorous handling of the new R. & R. trade mark which we also designed, give this package exceptional memory value. When stood side by side on a shelf they form a continuous running poster, thereby increasing the apparent size of each individual package because the eye is not held within special limitations."

# Consider Your Materials in Package Design

By Simon de Vaulchier

LIKE MOST NEW MATERIALS, molded plastics have to a large extent copied common objects in traditional materials. Plastic boxes have imitated leather, wood, marble and jade. There are plastic jars which are replicas of glass jars. Design has been used only occasionally to create new objects in a new material and to exploit the advantageous characteristics of plastics—clear colors, great accuracy of form and detail, lightness, beauty of finish, etc.

Particularly in its application to packaging, it is clear today that the plastics industry has thus neglected one

and that they will not impart any odor to such products nor affect them in any manner.

Under the strenuous test of six months contact with water and strong solutions these compounds stood up perfectly. Boiling water causes only a slight loss of lustre and fading has been minimized. In addition to these chemical characteristics, this new Durez is also very tough. It has stood the test of molding over a wooden core without cracking—a procedure which will immediately crack the ordinary material, and its increased strength gives it practical immunity to breakage, denting or chipping.

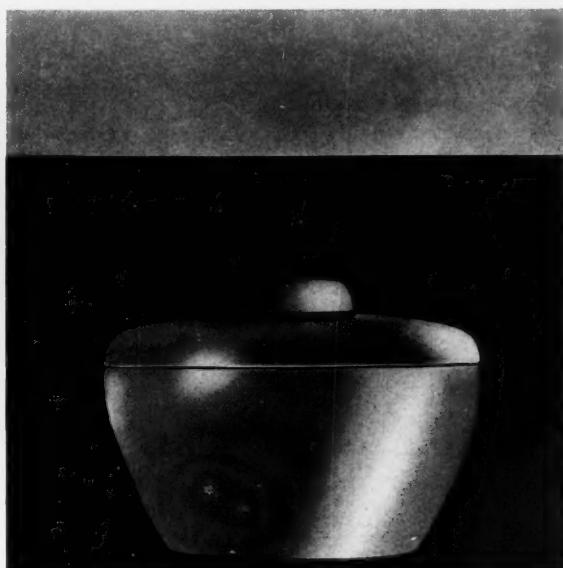
The chemical inertness and resistance of the new material makes it safe for cosmetic containers. Its improved toughness means jars that will not crack, warp, or bind, with covers that fit tightly and minimize evaporation. The light weight of such jars will create savings in shipping costs. To these basic advantages



*In this design advantage is taken of accuracy of shape and sharpness of detail obtainable in plastics*

of the most logical aids to its development. Despite present conditions, a widespread interest in the design possibilities of new forms, shapes, color combinations, constructions and decoration of plastic objects is springing up on the part of progressive packagers in search of new and attractive containers. Within the molding industry itself this interest in design as a logical means of promotion is evidenced by the fact that General Plastics, Inc., recently commissioned us to design for them two cosmetic jar shapes adaptable to production in their new 1046 group of Durez molding compounds.

According to the manufacturer's description, the new 1046 compounds are easy-to-mold, extra strong, resistant to water, moisture, oils, acids and alkalies, and completely inert. Which means that they resist the action of almost anything that their logical users in the packaging industry would care to put in them



*Glossy surface, immaculate finish and clear color are evident in this molded shape, inspired by Chinese pottery*

must be added the high glossy finish of plastic molding and the colors in which the new compound is available: pastel blue, green, orchid, pink, ivory, rose and black.

The design problem of converting these materials into attractive jars is primarily one of creating simple and beautiful shapes, convenient in use and easily molded. Two solutions are shown in the illustrations. One, inspired by the perfection of Chinese pottery, is perfectly plain and calculated to show the glossy surface, immaculate finish, and clear color of molded materials to

best advantage. The other design, an adaptation of the lotus flower, demonstrates the handling of more complicated forms and takes advantage of the extreme accuracy of shape and sharpness of detail obtainable in plastics.

These two designs show the effect of the cosmetic jar with a plain bottom and with a foot to set it off. Each is shaped for convenience in using its contents and either will furnish a handsome reuse container for the thousand and one things women treasure in small boxes. Permanent boudoir powder boxes immediately suggest themselves.

The surfaces of the cover and bottom of the jars or the top of the handle on the cover are available for relief or incised decoration and the manufacturer's identity. Since the jar and its cover are separate parts, color

combinations are possible which could be used to relate the component parts of a complete beauty treatment, for example.

Good design is first, last, and always a logical and economic use of materials on the one hand and their adaptation to human needs and desires on the other. In descending from the apes and in growing up from children we have all retained a love for colorful, shining objects. It is human to reach for new and attractive packages. Man may be a conservative animal and slow to change his habits, but *women do the buying* and women react powerfully to the new. Particularly when it is clean, smooth, colorful, smart and beautiful. For these very simple and universal reasons, despite the cost of materials and the initial investment in molds, the molded cosmetic jar has a future.



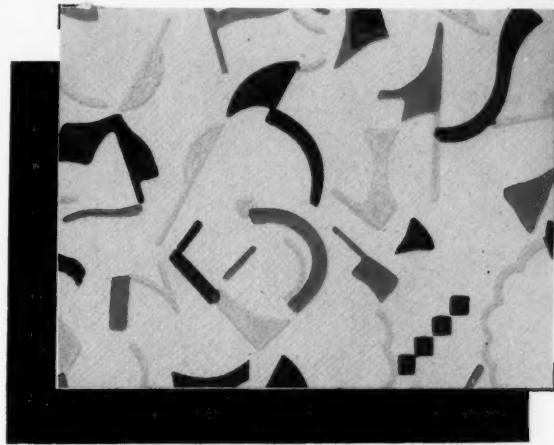
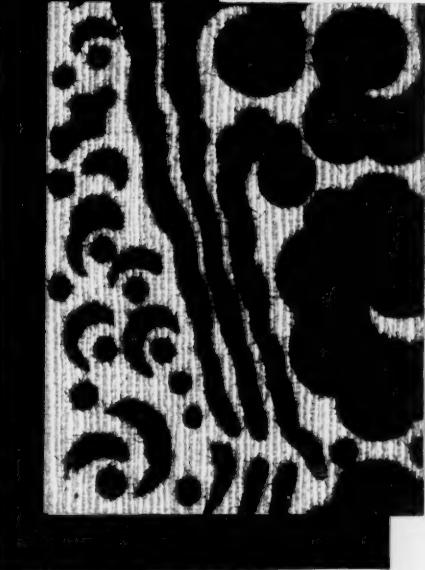
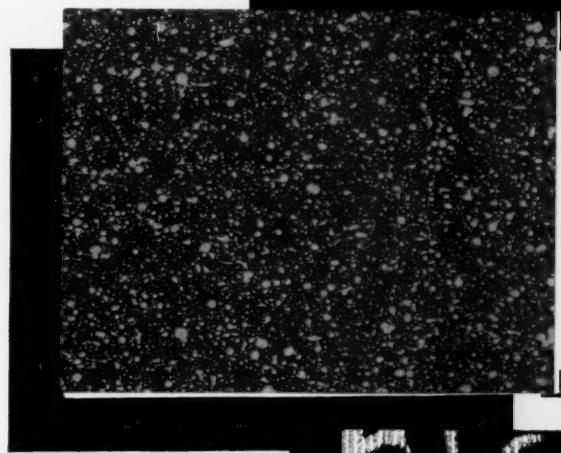
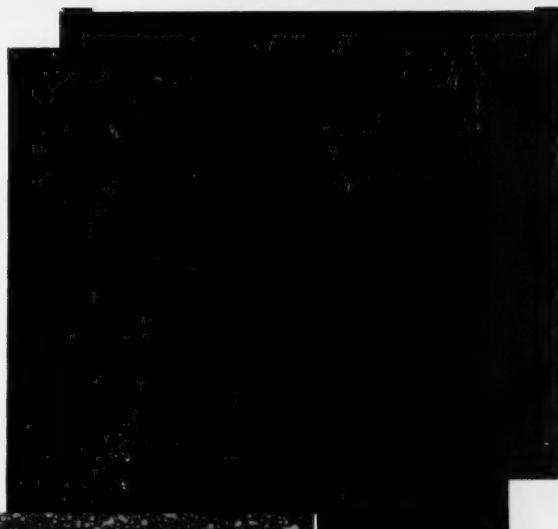
*The newly restyled Cara Nome treatment line is one of the most notable examples of package refinement seen this year. A resplendent note is given to the jars by the use of "Jewel-Glo" Closures, manufactured by the Consolidated Safety Pin Company. These closures not only perform the necessary function of capping and sealing the jars, but serve to attract feminine attention with the beauty of their lustrous finish. The closure carries a miniature of the Cara Nome trade-mark, beautifully embossed.*

## Decorative Coverings for Packages

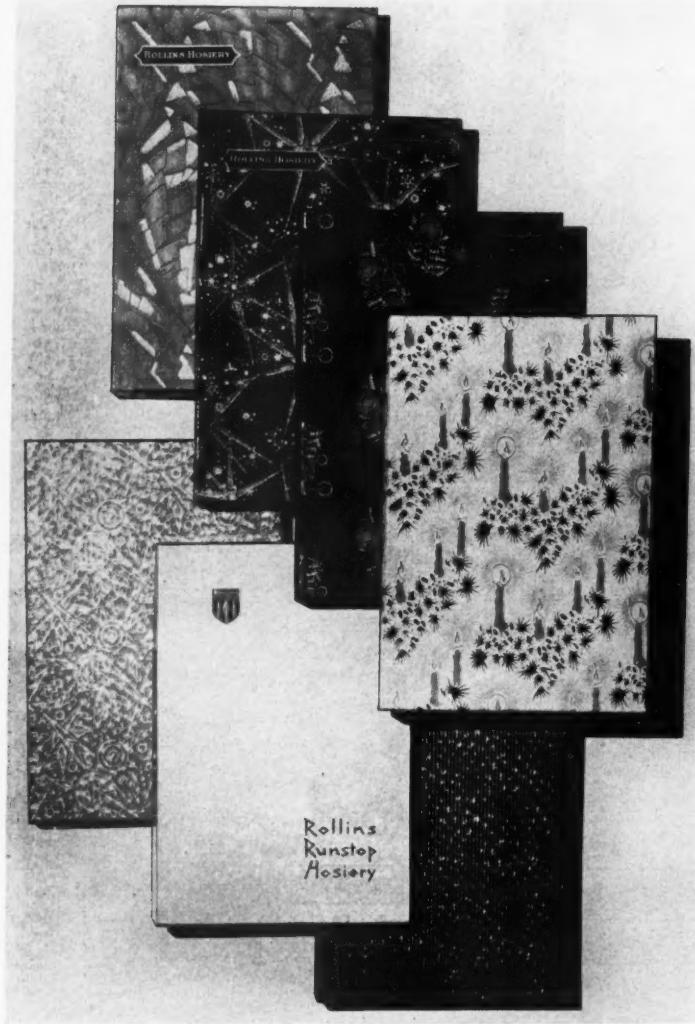
Shown at the right is one of the four different color combinations (No. 585 Multi-Color Box Cover) offered by Hampden Glazed Paper and Card Company

A new "spatter" effect (Sirius No. 549) obtainable in five different color combinations, recently announced by Hughes & Hoffmann

An effective example of cut velvet flocked on an embossed metallic stock. From M. H. Birge & Sons Company



Left: One of the new Romance Prints, just announced by Louis DeJonge & Co. These comprise seven different groups of designs in various colors and finishes



## The Holiday Accent in Hosiery Packages

By E. R. Daniels

*The new holiday packages which are being used by the Rollins Hosiery Mills, Inc.*

"SEALED in Cellophane—where no fingernail can snag them." That is the keynote of the new Rollins Hosiery gift package, which is featuring their Christmas gift business. After the hose has passed inspection at the factory and sealed, it is not touched again until opened by the recipient of the gift.

The package is used exclusively for one grade of hose, the company's sheerest gauged stocking, where the advantage of knowing there has been no opportunity for anyone to snag a thread while examining it is a decided asset and a good selling feature for the retailer.

All silvery and glistening, the package bespeaks the personality of its contents—a commodity of beauty and luxury. Both inside and out, black and silver with the sheen of transparent covering is used as a setting and package for the hose.

Only one pair of hose is contained in each box and is mounted on a black card and tucked in at the corners with small strips. This is placed in a Cellophane envelope and laid between three sets of fly-leaves of black

lined in silver. The exterior of the box is of silver, with no decorations other than the crest and the three words, "Rollins Runstop Hosiery," all in black modern lettering. At the edge of the cover is stamped the shade and size of the hose contained in the box.

The hose is kept sealed in the box, under the Cellophane is printed the shade and size, and the customer can, by examining the sample pair of each shade, know just what hose she is getting without handling the pair she is giving as a gift.

This package lends itself to holiday decorating as it can be stacked in attractive design for purposes of display and its natural color blends with any color scheme the store may choose.

The hosiery boxes are made at the company mills in Des Moines, Iowa. The equipment consists of three tacking machines, three stayer machines and two automatic wrapping machines enabling the making of additional novelty gift boxes according to the colors specified by customers for Christmas boxes.

## Grass-Green Color in Food Packages Prevents Rancidity

ON THE ROOF of one of the Government buildings in Washington there are placed, where they will catch as much sunlight as possible, some twenty or more glass flasks containing, in duplicate, samples of butter, salad oil, lard, pecans, cashew nuts, potato chips, mayonnaise, whole wheat flour, corn meal, cookies, crackers, and other oil-bearing foods. They were all put there at the same time several weeks ago. In each case the food in one flask is rancid, while the food in the other is not. The explanation lies in the fact that the flasks are not the same color. One is clear, like window glass, and the other green. Green, by absorbing or deflecting all other colors of the rainbow, allows only green light to shine on the material in the flask and thereby delays the development of rancidity in oil-bearing foods.

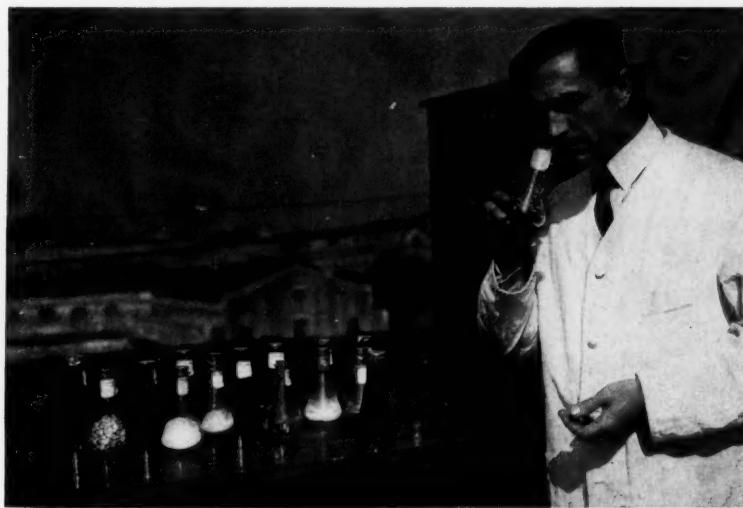
This discovery, which has innumerable industrial applications, was made by Mayne R. Coe, a chemist in the Bureau of Chemistry and Soils, U. S. Department of Agriculture. He made the discovery because he was looking for it. He observed, and partly explained, certain long-suspected relationships between light and decomposition. Other investigators had noticed similar relationships, without realizing their general significance. Had they chosen to investigate more critically the action of light they might have beaten Mr. Coe to the Patent Office, which recently granted him a public service patent on his discovery. This kind of patent may bring him much credit, but can not bring him any money. It makes the discovery available without charge to any resident of the United States.

It has been known for a long time that light causes certain things to spoil. Manufacturers wrap chocolate

in tinfoil to keep out the light. With the same object they put other products in tin cans, brown or amber bottles, and dark store rooms. Sunlight also affects milk and medicines. It hastens the photochemical decomposition of silk. It causes rubber to deteriorate, so that tire makers put red or black pigment in their tires in order to keep out certain light rays. Pharmacists have long been aware that certain drugs keep best in glass colored to shut out rays from the parts of the spectrum near the ultra-violet bands. In several cases these rays hasten decomposition.

This knowledge, however, was too vague for general use. Broadly, the only practicable way to prevent decomposition through the action of light was to exclude all light from spoilable products. That can be done by putting them in black. But black has decided commercial disadvantages. Besides being a depressing color, it is too concealing, particularly for bottled goods. The pharmacists tried other colors; but they worked largely by guess. For a time they set much store upon amber-colored glass. In 1926, however, a committee of the American Pharmaceutical Association reported that the value of amber glass as a protection for pharmaceuticals had been taken too much for granted. It recommended the scientific study of other colors.

It was necessary to find out, for different substances, what light rays did the least harm. Experiments with ultra-violet rays and infra red rays had shown that these rays can decompose certain things. It remained to be determined what degree of harmful power the visible spectrum has which includes red, orange, yellow, green, blue, indigo, and violet rays. The investigation is still



Mayne R. Coe finds the contents of the clear glass flask have changed for the worse. Green and black containers kept their contents sweet and appetizing. Right: Potato chips kept sweet and crisp much longer in a grass green container than in a white transparent container



in its infancy for the vast number of materials affected when coming in contact with light.

In a series of experiments with rice polish and rice bran, Mr. Coe found that these products, when exposed to ultra-violet light from a mercury lamp, became rancid in a few hours. When exposed to direct sunlight, they did not become rancid for several days. This difference showed that the ultra-violet light emanating from the mercury lamp was stronger than that from the sun. It was a logical step to try the different wave-lengths of light separately. Accordingly, the investigator exposed his samples in different colored transparent cellulose wrappers, and tested them also in darkness. Likewise such things as butter, lard, cottonseed oil, potato chips, and peanut butter almost invariably became rancid after a short time in all the wrappers except the green and black ones. These experiments were subsequently repeated with color filters of known light transmission. Some of the products naturally spoiled sooner than others. It became evident that it was the wave-lengths of light that were absorbed that did the damage. Green light proved to be photochemically inactive on oil-bearing foods. Green containers protect because they exclude all other colors. Black is equally protective because it keeps out all light. Later investigations may show that other colors protect other classes of substances.

Not every green, however, exercises the protective influence. It must be a true or a luxuriant grass green. Yellowish green or bluish green does not work. In technical language the green delimited by 4,900 to 5,600 Angström units is the light that promotes rancidity the least in oil-bearing foods. In other words, the light from

the greenest part of the band of green wave-lengths in the spectrum. Recently a manufacturer of breakfast foods began lining his cartons with green; but he uses a yellowish green. This commercial experiment for that reason may prove disappointing. Chlorophyll green delays rancidity the longest. The other wave-lengths of light seem to promote it. This is true not only of violet, indigo, blue, yellow, orange, and red, but of blue with a little green and yellow with a little green. To obtain the best results, blue and yellow bands of the spectrum must be excluded as much as possible.

After demonstrating that green and black are protective, the investigator checked the discovery by working from the opposite direction. He ascertained the effect of each wave-length and found that none of the other colors was protective. The Smithsonian Institution helped him with a special instrument called a monochrometer. This device isolates the different colored bands of light in the spectrum. Beginning with the ultra-violet end, Mr. Coe found that ultra-violet rays strongly enhance the appearance of rancidity in oil-bearing foods. He obtained the same result to a lesser degree with indigo and with blue, and with yellow, orange, and red. Green did not show any development of rancidity.

Scientists formerly thought that the exposure of oil-bearing foods to air or moisture alone will make them rancid. On the contrary air and moisture in the absence of light do not hasten rancidity in all cases. Mr. Coe put fresh rice bran in two bottles, one wrapped with black paper and the other unwrapped, and circulated air through the samples for ten days. At the end of that time the rice bran in the unwrapped bottle was rancid and the bran in the other bottle was not. He tried the effect in excess moisture. In this experiment the bran sample contained 17 per cent moisture. After being exposed to ordinary light for several days, in the clear bottle the bran was rancid while that in the black wrapped bottle was still sound.

Commercial application of the discovery should be extremely profitable. For example, corn meal, which spoils rapidly in ordinary wrappers, particularly if the meal contains the germ, has been kept in green wrappers for more than a month in direct sunshine. Bakery goods, like biscuits, may be protected by green wrappers. Butter, which is usually packed in white paper cartons, would keep much better wrapped in green. Potato chips, which now must be changed nearly every other day because they soon become rancid, would be a more profitable commodity if enclosed in green wrappers. Ice cream cones need protection with green or black wrappers to prevent spoilage. Edible oils and numerous drugs should be protected likewise. The protective influence of green has proved useful with commodities that fade, that lose their aroma or freshness, or that lose their potency. Later investigations may show the specific action of other colors on other substances. Meantime, the manufacturer in doubt may use black.



*For protection and attractiveness in the packaging of fine gifts, the use of crepe wadding is eminently successful. Here it is used to pack an expensive ash tray from The Gift Shop of Chas. A. Stevens & Co.*

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*(Full instructions on reverse side)*

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cartons and display con-  
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*In proportion, convenience for use and in color combination, the new Thinc jars set a high standard in molded containers*

## Package Beauty—A Great Salesman

By Theodore Kirby  
Sales Manager, Thinc Products, Inc.

IN THE BELIEF that a ten-cent toiletry should possess, as a birthright, the same elements of appeal as its companion sizes in the higher priced outlets, we became convinced several months ago that the 10-cent package of Thinc Hand Creme—and its distributors—would profit by the development of a new package. To add that we have succeeded in full accord with our expectations carries no reference to weeks of investigating the practicability of various materials, the creation of one design after another and meeting with disappointments and delays seemingly without end.

In selecting a plastic compound we were influenced by the evident advantages of color as well as its adaptability to almost any design, however delicate. Among other factors were the lightness of weight and freedom from breakage.

In creating the physical proportions of the container, we were faithful to the conviction that it should be flat, in this way providing for a wider aperture—a convenience appreciated by every user. This shape has the further appeal of being original as a cream container, plus the value of artistic and well-balanced lines. To avoid any tendency toward an awkward squattness, we added legs to the base, creating the necessary impression

of sufficient height without developing a capacity out of step with the retail price.

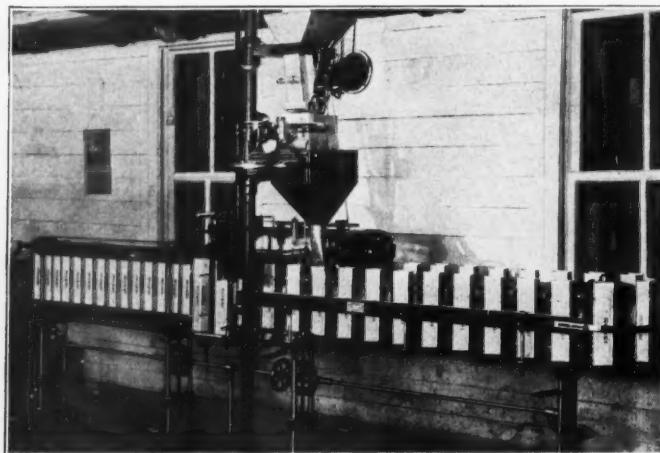
Our color selections were naturally influenced by a desire to offer a combination of outstanding feminine appeal, yet safely avoiding any likelihood of discord when the package ended its journey at the dressing table. The base of turquoise blue and cap of French ivory are attractive beyond words and friendly to any other assembly of shades, tints or tones. To add a jaunty note to this ensemble, the recessed lettering in the cap carries a color-fill of fuchsia, completing a treatment that possesses a daintiness seldom found in toiletries of the 10-cent field. To take another forward step, we increased the depth of the base and produced a 25-cent size—equally attractive in appearance and in value to the consumer.

Not shown in the illustration, but certainly of interest as a departure from usual practice is the placing of directions, for use of the cream, on the bottom of the container, included in the mold and appearing as raised letters, and easily readable.

The Thinc Hand Creme plastic jars are molded by the Molded Products Division of Columbia Phonograph Company, Inc., and the material used is Resinox.

## Packaging Long and Short Macaroni

THE OLD SAYING, "Necessity is the mother of invention," in its modern interpretation considers the fact that such inventiveness must be tempered with economy in production and use if it is to receive approval. Among the various operations of packaging there are indeed few which cannot be performed automatically, but unless these can be done in sufficient volume and at



New principle unit for packaging long and short macaroni

a justifiable cost there is no advantage to be gained over hand or semi-automatic methods.

However, with an increasing demand for his products, the progressive manufacturer has at his disposal a wide range of packaging equipment in various sizes and capacities which represents developments in new principles and new designs that are characteristic of the packaging field today. In conjunction with machinery designers and makers he can determine and obtain the necessary requirements to place the production of his plant on an

adequate and profitable basis. An interesting example of a change to modern methods is to be found in a recent installation at the plant of Peter Rossi & Sons, pioneer macaroni manufacturers, at Braidwood, Ill., of a new semi-automatic sealing and filling machine for handling both long and short cut macaroni.

One operator squares or forms the cartons from the knock-down blanks and places them in the feed end of the machine where the bottom end of each carton is securely glued. The cartons then travel to the filling station where they are filled, either by hand or by means of a Scott weigher. As they are filled, the cartons are conveyed to the end of the unit where the top flaps are folded, glued and closed, and the filled packages then enter compression belts for drying. The machine turns out from 20 to 30 packages per minute.

The long cut macaroni is inserted into the carton by hand, as above noted; the filling of the short cut macaroni is done automatically by means of the net weigher, so that the unit is made exceptionally long to meet a double purpose.

The machine can be made for single purpose automatic filling, in which event it will occupy only about one-half of its present floor space. To change from one size carton to another is merely a matter of adjustment, and is comparatively simple. It will accommodate cartons  $1\frac{3}{8}$  in. in depth, or face, minimum, to  $2\frac{1}{2}$  in. maximum;  $\frac{8}{5}$  in. to 11 in. high; and the length or face of the carton can be from 2 in. to  $2\frac{3}{4}$  in., without major changes. The pockets which carry the cartons operate intermittently while the glue rolls and other devices function continuously. The equipment was manufactured by the J. L. Ferguson Company.

### New Waterproof, Dustproof Wrapping For Acme Nailless Band

The Acme Steel Company, Chicago, manufacturers of package reinforcements, is now shipping its Acme Nailless Band in a new annular wrap package. The Acme annular wrap (patents pending) consists of a double-face kraft burlap lined paper that is tailored to fit and completely covers each individual coil. After this wrap is applied, two coils are strapped together with three Acme Nailless Bands making a unit that weighs, depending on the width and thickness of the band, from 165 to 200 pounds.

This new wrap is a big improvement. It is neater, more convenient to handle and keeps the high finish of Acme Band free from moisture and dust until each coil is used. A double thickness of the wrapper protects the



Steel bands conveniently packaged in an annular wrap

edges of the band from nicks and damage in transit. The coils are now much easier to unpack and a saving is made in storage space.



## New Perfumes—New Packages

By Myra N. Conklin

THE PERFUME INDUSTRY is admittedly a luxury one and thus a perfume to be a success must appeal to the aesthetic sense as well as the olfactory. With this in mind the far-seeing perfume manufacturer develops his wares to appeal to these senses. A delightful odor unattractively packaged stands little chance of success; in fact, not as much so as a much less fragrant essence in an attractive package. This does not mean that the package is the only consideration in preparing a perfume; it certainly is not. No matter how chic or how appealing the package, if the odor is not pleasing and lasting, continued success is impossible. The first sales effected by means of eye appeal alone may be satisfactory but the repeat orders will not be forthcoming and consequently a sound business cannot be built.

Another consideration of importance is the selection of a name. One too difficult of pronunciation is a drawback. The customer is timid about asking the saleslady for the item. It is too risky to talk nonchalantly to your friends about the new perfume you have just purchased if you are not quite sure how the name should be pro-

nounced. A simple French phrase composed of words known to the majority has proven valuable and also gives an added zest. A single English word, or group of words, however, is safest.

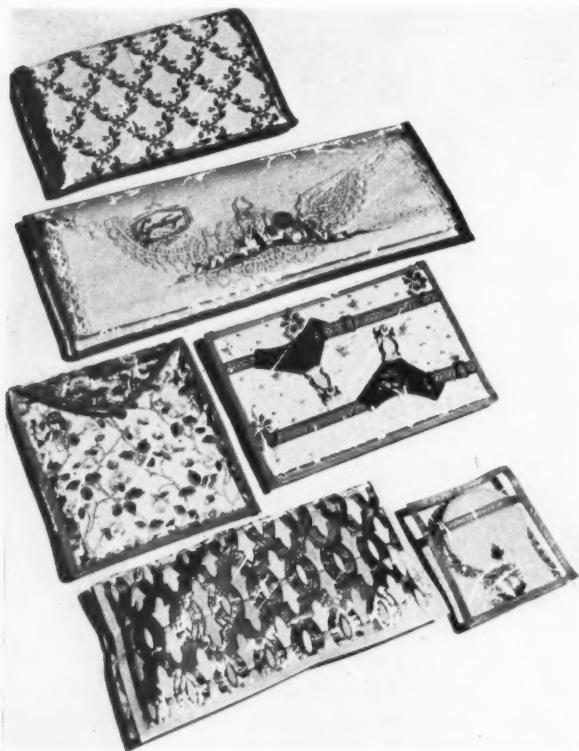
In the products illustrated, consideration has been given alike to name, product and package, and with these three assets they should all prove permanent successes. The group includes some of the more recent perfume additions to various lines and one line that has been repackaged to bring it up to the minute.

One of the most attractive single numbers that has been presented at this time is the new "Whisper" of Lucien Lelong, Inc. Needless to say the odor developed by this well-known perfumer carries with it all the security and assurance attributed to the Lucien Lelong products. And in addition to the delightful bouquet is a very attractive and individual package effected in the brown and cream of the company's colors. The fine cut crystal bottle sets firmly into a substantial brown and ecru base with clasping brown sides for further protection from spilling. The face of the irregularly shaped

bottle has a smooth oblong indentation in which is inserted a Lucien Lelong label carrying out the same color scheme. Cut into the square glass top is the company's trade mark consisting of the double "L." The outer container is unique in shape and in its corrugated sides. The same color combination is here produced.

The floral odors have come into considerable prominence within the past year and we find many firms emphasizing these in preference to the heavier, oriental scents. Among the new odors of this type developed for this Christmas season is "Muguet," a delicate, yet pervading lily of the valley odor by Harriet Hubbard Ayer. In keeping with the fine qualities of the perfume is the artistically hand cut bottle. The circular floral design at the base of the bottle is repeated in the stopper. Housing this distinctive bottle is a silk lined jewel case bearing the Harriet Hubbard Ayer trade mark in gold on ivory in the upper left hand corner and the perfume name in the lower right. Written across the inside cover in gilt block letters is the company name. The elegant conservatism of this package makes it an ideal purchase for the Christmas gift seeker.

A line that has just been introduced to the American market is "Myon," sponsored by Al. Rosenfeld, Inc.



In this illustration are a group of transparent utility bags which are provided with reenforced cloth or paper tape edges, and made of Sylphrap, printed in various designs and colors. Durable and of interesting appearance, these bags may be used to contain stationery, table runners, handkerchiefs, garters, gloves and powder puffs—as shown—and many other articles. The bags are produced by the M. H. Birge & Sons Company



Parks' Products, Inc., producers of Parks' Ne-O-Ped for foot comfort attributes much of the initial and repeat sales of this remedy to the attractive bottle and interesting label treatment. The bottle, designed by the Owens-Illinois Glass Company, gives that impression of dependability so essential to modern merchandising

Three sizes of bottles are used for each of the three different odors. The two smaller sizes are in cut crystal bottles with tall square tops. Although the larger of the two, at first glance, might seem of the same contour as the smaller, it shows a decided difference upon closer inspection. The faces are concavely cut giving an attractive reflection surface. These bottles are packaged in tan and green simulated wooden paper covered boxes. The front of the box drops down when the cover is lifted, thus making it an ideal container for display of the crystal bottle within. The largest and novel size bottle is developed in green with gold decorations; in red with gold; and black with gold. The green color effect is carried out straight through the line, even to the outside paper wrapping for the "Coeur de Femme," a delicate bouquet odor; the black for the "Three Passions," a spicy, oriental odor; and red for the "Mille Joies," a floral odor. An unusual velour lined imitation leather case with strap closing completes this number.

Another single item that has been added to a line for Christmas is "Souvenir de toi," by Terri. This diamond shaped cut crystal bottle is complemented with a tall slender cut glass stopper the height of the bottle proper, and forms a decided addition to any dressing table. The

odor, an exotic, elusive, oriental perfume, is also a new development. The outer container is a velour lined gold and ivory mottled paper covered jewel box with gold decorations.

The foregoing have all been new odors in new packages. Then we have the well known odors of Coty, Inc., redressed in new garb to produce a more effective and modern package. A plain flat bottle with a cut crystal top bearing the name of the perfume on a gold embossed label has been selected as suitable to contain these popular odors. These come in three sizes and are wrapped in gold and ivory galuchat paper covered boxes. Printed on the bottom of the boxes is a statement of ownership, place of design and manufacture.

These manufacturers, as well as the many others who have launched new perfumes at this time, are to be congratulated upon their optimism in considering the time opportune for the addition of these items to lines strictly of the luxury class.

### Paper Box Industry Encouraged by Upturn

Conditions in the paper box industry are better than they have been at any time in the last two years. After production and sales had receded during the first seven months of the current year from 5 to 15 per cent from the 1931 record, with the opening of August a marked change for the better took place. Employment increased,



This new Feen-a-mint display brings into the window the current use in advertising of a comic strip device, the conversation "Balloon," which permits the pictured users of the product to tell about it in their own words. The lithographed display was created and produced by the Einson-Freeman Company, Inc.



In this display for Phillips' products each package occupies its separate compartment and the line is presented as a group. The base is held substantially in place by means of the Milk of Magnesia bottle. Designed and produced by Brooks & Porter, Inc.

wage-cutting was brought to an end; buyers' inquiries were heavier, and contracts for future delivery were sought. With this change of attitude and the placing or orders, prices began to stiffen. During September further gains were made until container operations advanced beyond the seasonal expectancy to the point of almost full-time plant operation, making the best showing in ten months, according to a survey of the paper box industry, which has just been completed by R. G. Dun & Co.

"As the improvement, which has been continued thus far in October, is expected to attain additional momentum during November and December, the busiest months of the season, indications are promising for output of cartons, set-up, folding and decorated boxes, shipping containers, solid fiber, and corrugated cases during the current year running in excess of the estimated total of \$240,000,000 set down for 1931. The gain in dollar value of production may be larger than now estimated, due to the firmness of the general price structure and the advancing trend of raw materials.

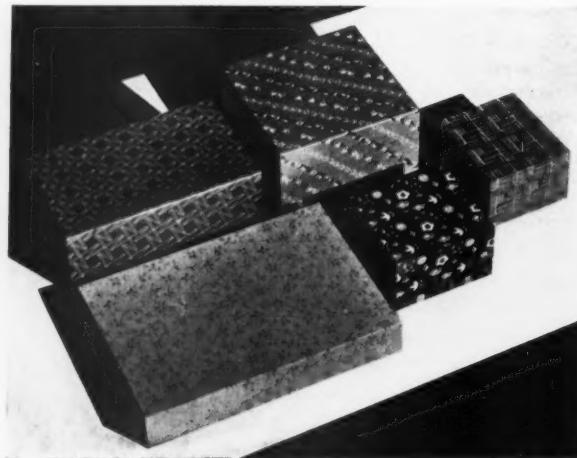
"During the last six months," the survey continues, "there have been continuous additions to the line of novelty containers and advertising specialties. The various divisions of the textile industry have been buying mostly for immediate requirements, but the expansion of the footwear trade has resulted in the contribution of increased business from this quarter. There has been almost no recession in the incoming business from the baking industry and prepared food houses, but manu-

facturers of chocolate products and other confections have been buying in limited quantities; the approaching holiday business is expected to increase the demand from this quarter.

"The recession in sales in this industry," the survey points out, "has been less marked than in many others, as the new uses for folding boxes and packing cartons have done much to sustain volume. For, commercial practice in regard to packing and containers has undergone a striking alteration in recent years, and where wood and textiles formerly were the chief materials for wrapping and packing goods for sale, paper and paper-board now play the leading part."

### Romance Prints

The swinging vane of fashion points to the newest presentation of box papers by Louis DeJonge and Company, namely Romance Prints. These papers, in their mauve and silver brochure, are in the high fashion of the day, the modern Victorian manner. Meeting the



*A group of set-up paper boxes covered with "Romance Prints"*

wave of utilitarian fashions, they present a charm which effects luxury with comparatively small expenditure. Economical because they are in themselves luxurious, they quaintly and in the simplest manner, combine quality with the last word in feminine fashion.

Each paper shown has its fashion points; each one is beautiful; each is correct in color, style and finish. The colors featured are the newer and lovelier pastels. In the color alone is a charm which contributes no small part to the delicate conceits of the feminine box. In the glazed group, the color range shows a pure white, warm green, a peach, dainty blue, quaint lavender, and a beautiful pink; while the silk mica group adds an opal, a canary yellow and a gray; and the suede finish group includes a beige and a burnt pink.

In style, design simplicity is emphasized. There is a delicate white plaid tracery on glazed pastel grounds; a monochromatic group in vine motif on suede finish

grounds. There are other floral and line designs in three and four colors on various grounds which will charm and inspire. Quite a new and dramatic flare is the group of white and pretty pastel prints on silver and gold foil.

In finish, these papers show fine execution, fine craftsmanship and boast of a durability and elegance of finish second to none. They are distinguished by the elevated standards of reliable manufacture which recognizes the economic value of quality merchandise.

Following successful test shipments last year, the California Walnut Growers Association is now turning to the use of cotton bags in a big way for the put-up of this season's crop. On the first order recently placed, 75,000 heavy cotton sacks of the 100-lb. size and 400,000 cotton "pockets" of the 4-lb. size have been purchased. The Cotton-Textile Institute reports that these bags will provide for the packaging of about 12 per cent of the entire crop of California walnuts, lately estimated at 40,550 tons, 27 per cent larger than last year's yield.

In 1931 the growers' organization followed up its extensive trial shipments in cotton bags by questionnaire concerning the trade reaction to the innovation. A preponderance of sentiment favored cotton bags, not only because of the satisfactory condition of the packages at destination but also because of their attractive appearance. The use of cotton bags in this field follows their adoption by pecan growers and their extensive use for the packaging of potatoes, flour and many other food stuffs.



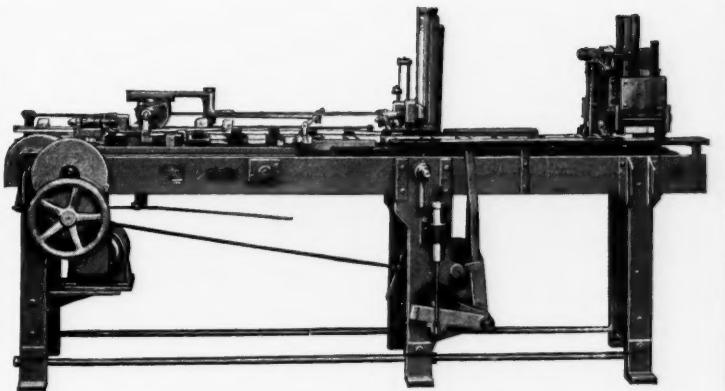
*The new 1000-Pac sanitary dispensing used by the National Soda Straw Company eliminates waste and inconvenience and is a general favorite with the retailers*

**CONSTANT  
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The Standardized

# CARTONER

*will package bottles, jars, tins, collapsible tubes, etc., at a speed of 50 to 180 per minute as may be desired. Direction sheets, advertising circulars and corrugated board liners are fed, folded and inserted with the loads.*



*In principle and performance  
The Standardized Constant Motion Cartoner is unique*

**I**T makes the highest class of packages and twice as many as was possible before its advent.

**I**T has thrice the productive life of the intermittent motion type cartoner.

**I**TS multiple loading mechanism permits loads entering the cartons at a given rate of production to travel at one-third the speed they would otherwise.

**I**T has fewer parts than any other cartoner. There is no congestion anywhere. Any part may be instantly reached for inspection or oiling.

**N**O mechanical device could be more efficient than the carton feed, carton former, inserting and closing mechanism. They are simple in design, positive in operation and durable in construction.

*Permit us to tell you what the Constant Motion Cartoner will mean to you in the production of perfect packages at a saving of time, space, and money.*

**R. A. JONES & COMPANY, INC.**

P. O. Box 485

Cincinnati, Ohio

# Package Identification and Protection

By Waldon Fawcett

A GENERAL SALES TAX, welcome or not on its own, performs a certain constructive service for the cause of individualistic packaging. It's time, we suspect, to find any good we can in the universal tax on sales. Because a number of States have, in recent months, adopted this method of raising revenue. And there is every chance that Congress will, this winter, reverse itself and follow the example of Canada with a national sales tax.

Perhaps any tax on goods is a brake on sales but the general sales tax would be an improvement on the present U. S. system in that it would put packaged goods on an equality with stock in bulk. Just so long as the present system of special taxes, or excise taxes, is in force, there is an impulse on the part of the taxing powers to single out package goods for the levies. This is illustrated by the present plight of toilet goods. A general sales tax spreads the burden and, in so doing, relieves packaged goods of unfair discrimination.

On yet another count, a general sales tax has its compensations for packagers. Always, when any species of sales tax is in force, a certain cynical section of the purchasing public is suspicious that marketers use the tax as an excuse for gross increases in the price of goods above and beyond the addition necessitated by the tax. As packer's luck has it, package goods are regarded by the public, for the most part, as "standard price items." The standard price unit inspires a degree of confidence that the actual amount of the tax, absorbed or added, is the extent of the bulge in price.

## Masked Identification for Gift Packages

The holiday season of 1932-33 is due to treat the packaging community to the best exposition it has yet had of a difficult responsibility in technique that has appeared with the latter-day development of gift packaging or "presentation" packaging. How is it possible to adequately incorporate one's trade mark in the design of a gift package without disturbing the art atmosphere? This is the riddle that has loomed larger and larger as ornamental packages have become more and more decorative and as the fancy container has increased its promise of reuse value after the original contents have been consumed. The current open season for gift packages is bringing answers to this conundrum from some of our most resourceful and most progressive packagers.

National Biscuit Company has gone its own record one better, this season, by offering its fruit cake in a holiday container that is, in substance, a substantial cake-

tray with a beautifully decorated cover—the ensemble worthy of a place on any dinner table. There is no means of identification, not even the company's seal, to be seen on the container as ordinarily viewed. But the credit-taker and reminder is there for the benefit of the actual purchaser. In the form of the N. B. C. seal in outline, embossed in the center of the bottom tray. Robert Barton, advertising manager of National, has been so well satisfied with this subtle identification that the plan has been adopted for the firm's other best seller—the Uneeda Bakers' "Luxury Assortment," a high-quality selection of products packed in a beautifully lithographed container.

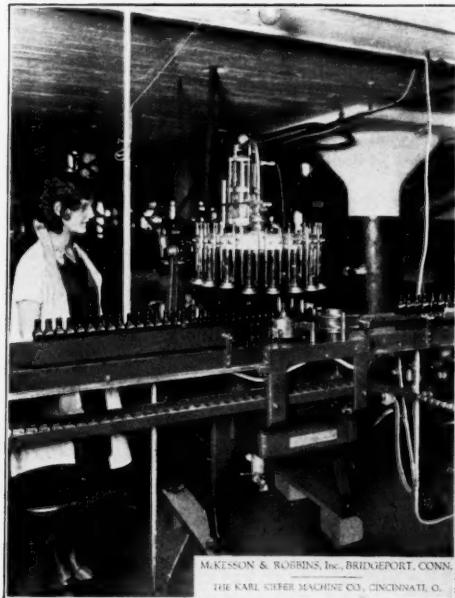
John Gore of Beech-Nut Packing Company is rather proud of the prowess of his company in, this year, smuggling adequate identification into the overall Christmas designs of its holiday packages. In the leader of the current gift line there is incorporated in the design a gold panel with the name "Beech-Nut Confection Assortment." Mr. Gore holds, at that, no theory of a standard formula for unobtrusively placarding an ornamental holiday package. He holds that the precise method must be governed in each case by the type of package, the shape of the package and the basic decorative design.

This year's model of the Heinz "Gift Box," put out by the H. J. Heinz Company (and designed when empty to serve as a work box or cake box) establishes identity solely by the significant "57" on each end of the ornate chest. The Heinz consolidating containers for combination assortments, such as the "Heinz Christmas Hamper," are relieved of the necessity of blanket identification by the fact that the contents consist of twelve or more delicacies or desserts, each packed in its own container carrying the same standard label employed when the specialties are offered separately.

## Box Maker Sees Salvation in Protectable Designs

J. B. Campbell, president of the Campbell Paper Box Company, advances the constructive theory that the evolution of unique, protectable package designs may save the day for a box manufacturer in a period of feverish competition. President Campbell says: "I believe that if a box maker will undertake to provide protectable designs and exclusive models for his customers, it will make it possible for him to manufacture a product which every other box maker in the country is not making and thus will make it possible for him to make a decent

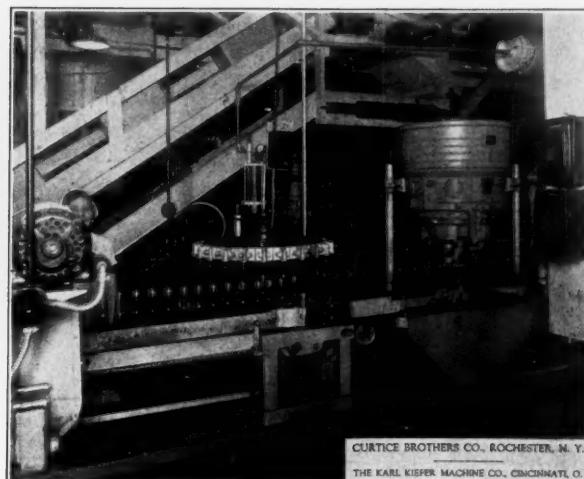
# The Machine That Meets Today's Demand For Lower-Cost Bottling



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With the Kiefer Automatic Rotary Vacuum Filling Machine and one girl, needed only to load bottles on feed conveyor, up to 120-140 bottles a minute are filled.

That's the total labor cost for bottling in the modern-equipped plant. No attendant at machine necessary; it is entirely automatic.

Every bottle perfectly filled, to hair-line accuracy. Cracked, imperfect bottles immediately detected and rejected without the waste of a drop of product.

You may observe one of these machines in some of the 250 installations we have made. Note how with remarkable smoothness and sureness it takes the empty bottles, handling each one separately and carefully (no chance of jamming and breaking by the Kiefer rotary method), and places them in the machine. Note how perfectly it fills the bottles, then eases them out of the machine. Direct delivery into capper or onto conveyor.

A fascinating sight if there ever was one. A demonstration that will convince you why the Kiefer Rotary Vacuum Filling Machine is selected where speed, accuracy, cleanliness, low-cost operation and durability are wanted.

This machine is made in six sizes. Furnished in standard bronze construction—monel metal—nickel, 99% pure—stainless steel (18-8 Allegheny metal).

Behind Kiefer machines are over thirty years' experience in the building of machinery and the handling of liquid and semi-liquid products—to help you get the most practical, lowest-cost operating methods and equipment for your plant. Our engineers at your service.

**The Karl Kiefer Machine Co.**  
Cincinnati, O.

living profit which he does not seem to be able to do under present conditions. If necessary, the exclusive design may be protected by patent or copyright. Thus the box manufacturer will not have to wait for the operation of the law of the survival of the fittest to automatically eliminate competition to the point where those who survive may be able to operate at a profit."

#### **International Paper Company to Appeal**

International Paper Company of New York informs MODERN PACKAGING that it has decided to appeal, on behalf of its affiliate, Holed-Tite Packing, Inc., the decision of the U. S. Commissioner of Patents refusing registration to "Holed-Tite" as a trade mark for wrappers, cartons, packing sheets, etc. This transfer to the "supreme court of trade marks" of what seems destined to rank as a test case is significant for the entire packaging community in that it raises anew the question of what monopolies-of-use are permissible in respect to descriptive or near-descriptive terms as applied to packages and packing. The censor at the Patent Office turned down "Holed-Tite" because he held the term, for all the misspelling, to be "descriptive" of a given type of egg package. The Commissioner felt that all egg packagers should be left free to use the words to describe their package facilities or packaging methods instead of granting exclusive use to one firm. The U. S. Court of Patent Appeals when it reviews the case, this winter, will authoritatively draw one more line of distinction between the merely-descriptive and the allowably-suggestive in the vocabulary of packaging.

#### **Teague Indicts Design-Grabbers**

Walter Dorwin Teague, the well known designer, is more militant than ever in attacking the theory that protection for original package or container designs may be overdone. Especially is Mr. Teague incensed by expressions which have come from certain representatives of the Glass Container Association. His retort courteous, via this Department, runs thus:

"The statement that there is something inherently difficult about protecting original designs is simply rot. All that is necessary is to have theft legally recognized as theft whether committed against a designer or a banker. So far this legal recognition has been prevented by the opposition of certain large industries such as the glass manufacturing and automotive industries in which the copying of other people's designs is a common practice.

"An example of how this matter can be successfully handled may be found in the manner in which the French government protects the French designers. France has made it possible for designers to practice their art with reasonable certainty that their efforts will not be stolen. As a result of this kind of protection there is an enormous addition to the wealth of the French nation. I believe that it would be greatly to the benefit of the glass industry and all other American businesses if creative design were protected and encouraged. Some day I

am quite sure that American business men will recognize this fact and override the opposition of their short-sighted colleagues."

#### **Packages in Retail Testing Laboratories**

Of the possible or potential influences upon future trends in packaging none affords more interesting food for conjecture than the consequences of the establishment of private testing departments in various large retail stores and mail order houses. Sears, Roebuck & Company, R. H. Macy & Company and Montgomery, Ward & Company are pioneers in this new adventure in retail service. The primary purpose of the private testing laboratory of this type is to ferret out defective goods and to verify quality. Package-testing, as such, is not a major objective but incidental testing of packages may well develop throughout the entire range of package goods. A second purpose makes even closer contact with packaging viz, the intention to employ the private testing machinery to check standards of commodity quality to be attested by a stamp-of-approval or quality-label applied by the distributor. Such supplementary marking obviously injects a new note in package identification and package copy.

What with the entry upon the package scene of the seals of the "retail testing bureaus," following close on the heels of the quality-guaranteeing group—labels of various trade associations, not to mention the O. K.'s of independent institutions such as Good Housekeeping Institute, Underwriters' Laboratories and the National Bureau of Standards, the question arises of where seats will be found, in limited package space, for all these "riders." And how is the packer to make sure that his own identifying name or package-mark surmounts and dominates, as it should, the medley of confirmatory-marks? Any growth of "after-marking" at retail levels is sure to cause among firms jealous for the appearance of their packages, a movement insistent that all markings be integral with the original package dress as arranged at the factory.

#### **Food and Drug Legislative Program**

With the food products and medicinal preparations occupying so large a share of the packages on American store shelves, it follows that packers are due to feel always an interest in the activities of the enforcement arm of the Government, which polices the food and drug industries. Especially is it natural for packers to be curious regarding new laws dealing with "misbranding" and with proposed amendments to the existing "Pure Food" laws. So I have asked the heads of the U. S. Food and Drug Administration to give the readers of MODERN PACKAGING the first peep of what is in their minds for the next session of Congress—what they will recommend or endorse in the way of new legislation.

The replies cannot be quoted verbatim but it is indicated that the Department will again recommend to Congress the enactment of all of the pet measures which were not approved at the (*Continued on page 81*)

# *Question:* HOW MUCH GOOD VOLUME IS LOST BY BAD TUBES?



# *Answer:* AT LEAST 14 PERCENT!

When bad tubes get into customers' hands, you're bound to lose business. Yet how much good volume is lost this way has been hard to figure.

So, to find out how much your tubes have to do with sales, the Bureau of Industrial Research questioned magazine subscribers as follows:

"Have you noticed any of the following faults in tubes: Ill-fitting caps? Leakage around caps? Enamel coming off? Holes in the tube? Cracks? Splits?"

Nearly 4 out of 5—78% in fact—complained about one fault or another, mentioning practically every product packed in tubes. And as high as 14% said that bad tubes caused changes to other products!

Bad tubes are a big risk! That's why we take such rigorous precautions in producing Sun tubes. Tested material. Precise machines. Science in inspection. Sun's workers, too, are well-trained in their jobs.

That's what makes Sun tubes trouble-proof tubes!

Add to this Sun's special staff of engineers, who improve Sun's methods and invent new machines, and you'll see why Sun holds the record for producing trouble-proof tubes. No matter what your requirements are—1,000 gross or 100,000 gross per year—Sun can produce trouble-proof tubes for you at prices that stand comparison.

★ SUN TUBES

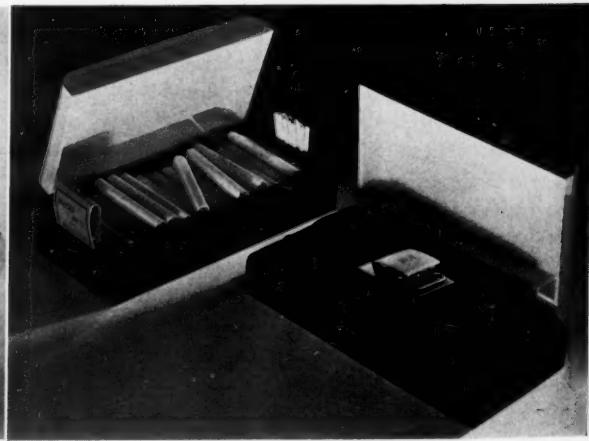
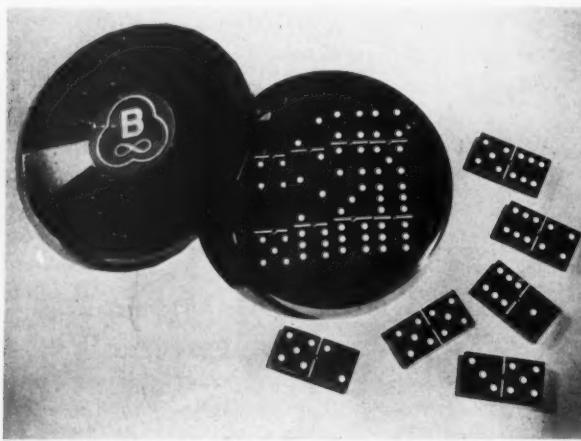
**"TROUBLE-PROOF"**

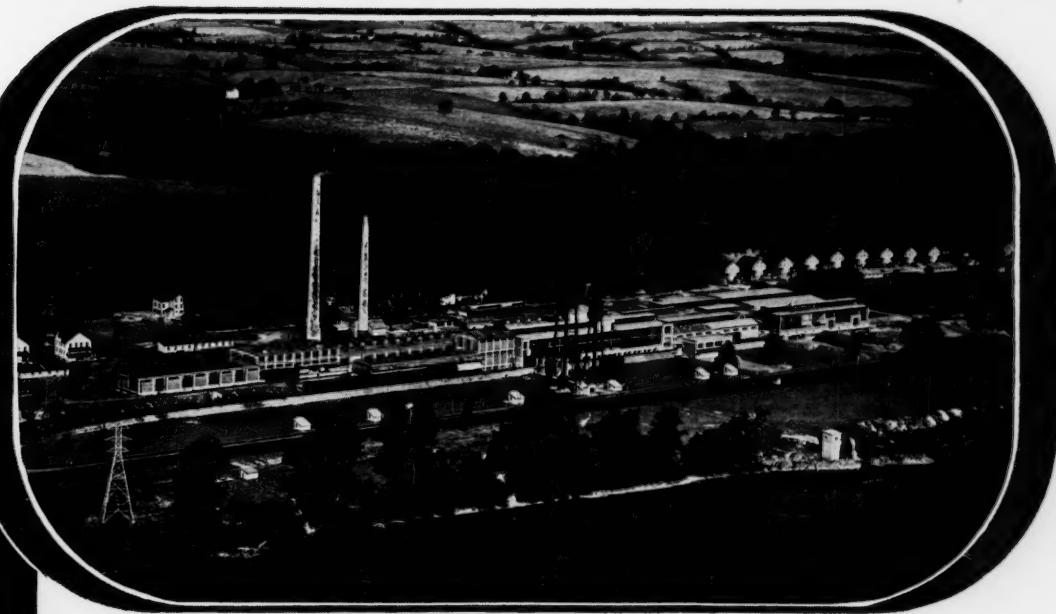
SUN TUBE CORPORATION  
HILLSIDE, NEW JERSEY



## New Molded Plastic Packages

¶ Decorated by means of an applied paint finish on which is superimposed various designs in contrasting colors, and with black molded Durez closures, the bottles (above) offer good examples of style harmony. Bottles by Owens-Illinois; photo, courtesy of General Plastics, Inc. ¶ At Right: A Bakelite molded box, mottled in color, which has double utility. It can be utilized as a gift package for coffee, and, after, for storing cigars, or for other purposes. Photo, courtesy of Bakelite Corporation. ¶ Lower Left: No more need to have dominoes scattered here and there because of a shabby box. Bakelite molded dominoes are now packaged in a compact container of the same material, durable and attractive. Photo, courtesy of Bakelite Corporation. ¶ Lower Right: Pioneer Suspender Company is packing its merchandise in these practical and clever new "after-use" boxes, molded of orange-scarlet and black Durez. The belt box is just wide enough for cigarettes, and has a slot molded in each end for a box of paper matches. Molded by American Insulator Corporation. Photo, courtesy of General Plastics, Inc.





## PAPER TO MEET *Your* PACKAGING NEED

NOT long ago it was thought that one or two papers might easily be used for every packaging need. Today the growth of packaging has resulted in a keener analysis of packaging problems. In the one Riegel Mill shown above—the largest of its kind in the world—over 100 different papers are made to fit the specific packaging needs of various manufacturers. Cocoanut, gelatin, pipe tobacco, cake, coffee, cereal, soap, pharmaceuticals, textiles—countless industries each have their special wrapping and lining problems which have been solved economically by a Riegel Paper.

If you're faced by some production problem, bringing out a new package, dressing up an old one, or just frankly trying to cut your packaging costs—write us your story today. To manufacturer, printer or advertising agency we offer unbiased advice based on experience and research work in many fields, without charge of course.

**RIEGEL PAPER CORPORATION**

342 Madison Avenue, New York, N. Y.

# Editorially Speaking—

## Make a Note Of This

You will find much of interest in the exhibition room which MODERN PACKAGING now maintains in its new offices at 425 Fourth Ave. (corner of 29th St.). In a strictly modern setting are shown all types of packages and displays, the various materials used, as well as photographs of packaging equipment, so arranged that they present a comprehensive picture of the scope of the packaging industry.

So far as we know this is the first attempt to establish a permanent and comprehensive exhibit of packages and displays. It offers an unusual opportunity for those who are seeking a knowledge of what is being done by the various groups of industries in package work; it affords the means for a profitable interchange of ideas among those individuals who are already familiar with one or more branches of packaging. We believe that it will be of practical and inspirational value to the industry—to those who use, as well as those who furnish packages.

Elsewhere in this issue—turn to page 63, please—is a description, illustrated with a reproduction of the architect's sketch, of the new exhibit room. But this, we feel, does not, can not do full justice to the exhibit and its surroundings. It must be seen to be appreciated. So we hope you will consider this as an invitation to visit us at the earliest opportunity. The address is 425 Fourth Ave., the tenth floor.

## Color Highly Important in Wrappers and Containers

Of intense importance to packagers of food and other products which require protection from spoilage is the series of studies on color effects which have been conducted by Mayne R. Coe in the laboratories of the U. S. Department of Agriculture. The patents, as they relate to his discoveries and as secured by him, are available to the public in this country, and it may be expected that full advantage of this fortunate circumstance will be taken by many package users.

To date, many food producers, under the impression that color as applied to wrappers and containers prevents deterioration, have made use of varying shades of color and, while the effect has been less deleterious than is the case where colorless materials are employed, it has been proved conclusively that the green-grass color is one which obtains the greatest protection.

The article, "Grass Green Color in Food Packages Prevents Rancidity," on page 43 of this issue does not

attempt a complete technical discussion on the subject, but rather presents the findings in their wide application and is intended only as a general release. In its specific application to products such as cereals, bakery products, coffee and certain pharmaceutical preparations the principles established by Mr. Coe have a far-reaching significance.

We have welcomed the opportunity to present this official release to our readers, but in order that they may be further conversant with the subject, which is so definitely a part of packaging work and considers so intimately the materials used for packages, we have arranged for additional contributions that will appear in subsequent editions of this publication. These will deal more specifically with materials and their applications—present and pending—and the effects that can be expected, translated in terms of product sales.

From the standpoint of package protection, the study of color and its results as promulgated by Mr. Coe and his department represent one of the most important developments in the history of packaging.

## Will the Dairy Industry Change?

Among the several groups that have evinced keen interest in packaging, to the point where a definite change from earlier methods is indicated, is the dairy industry. At the recent dairy show in Detroit there were exhibited several types of containers and equipment which can be expected to receive serious consideration; in fact, are already in practical and successful use.

It was a long step forward when glass milk bottles replaced the "loose" milk cans in door-to-door and store delivery. Then followed a period of improvement in methods of handling those innovations, and this still continues. It now remains to be seen whether or not the paper milk bottle will take the place of the glass bottle. Each has its advantages and special "selling points." Since its introduction, however, the paper container for milk has overcome many of the objections that were raised against its acceptance. That these improvements will meet with some favor can be anticipated. To what extent can only be judged by the reactions of consumers, aided and abetted by the activities of the manufacturers of the new types.

K. A. Berthum.

## New Merchandising Ideas from Dennison

"WHAT'S NEW THIS MONTH at Dennison's?"—What are the latest merchandising ideas in labels, boxes, packaging, seals, that their designing service has turned out?"—These are questions that sales, merchandising

and advertising executives are asking constantly. Here are a few more typical examples of the hundreds of distinctive merchandising ideas that Dennison has created recently.

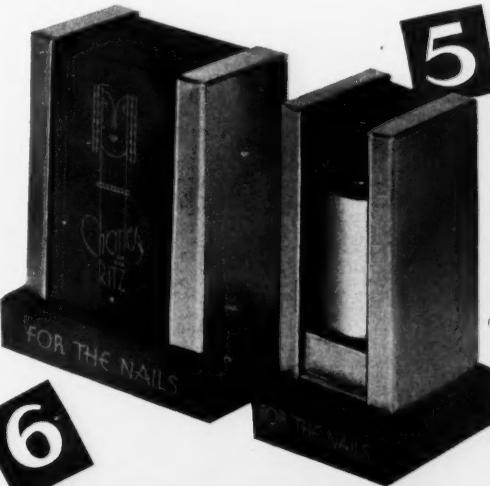
**5** A charming new container, in rich wine and silver colors, for CHARLES Of The RITZ. Note the simplicity and attractiveness of the container as a whole, with its alluring feminine appeal. Also the unique design and construction of the sliding, reversible cover. This container was designed and manufactured by Dennison.

**6** Here's a new label for KIRK'S SILVER POLISH, and an ingenious new display card that merchants will surely want to use. This inexpensive display card opens up at the flip of a finger, ready to stand up with its three jars of Kirk's Silver Polish and talk to customers. Dennison's Service created both the label and the display card.

**7** A distinctive new embossed label, and seal for a distinctive new packaging idea in coffee. The coffee, in its inviting, sanitary, air-tight glass jar, is packed and marketed by LOBLAW GROCETERIAS, INC., Buffalo. The attractive label and seal were designed and made by Dennison.

**8** As a fitting nameplate, this unusually attractive blue on silver label by Dennison, was chosen for these beautiful new glass containers for FITCH'S Cosmetics. Also shown is a new handy combination box, holding three products of the line. The box was completely designed by Dennison.

For details on how Dennison's Service can help you, write to Dennison Manufacturing Co., Framingham, Mass.



## Here and There in the Packaging Industry

The regular quarterly meeting of the Glazed and Fancy Paper Association was held at the Hotel Kimball, Springfield, Mass., Oct. 18. During the day there was a meeting of the executive committee, of the distributors' division and the manufacturers' division, and a luncheon followed by a joint meeting of members of both divisions. Sixteen member companies were represented. The next meeting will be held in New York City at the Hotel Commodore during December.

**Continental Can Company, Inc.**, reports the approval of a special expenditure of \$230,000 over the next few months on improvements at its Clearing, Ill., plant, most of which will be for new equipment. This work, originally contemplated for some time in the future, was approved for immediate completion in order to provide additional employment during the coming months. In addition, the largest part of the company's regular 1932

out some plan along the lines suggested by the co-ordination committee of the Share-the-Work-Movement, of which Walter C. Teagle is chairman.

**Among** the several awards recently announced by the National Alliance of Art and Industry, as the result of the vote on the exhibition of industrial design held during the summer at the Art Centre, 65 East 65 St., were those accorded to the following for container designs: Award of merit, a tie between boxes designed by Albert Heckman for the Eaton Paper Company and containers for Gilbert Products designed by Gustav B. Jensen, honorable mention to container designed by Helen Dryden for Shuron Optical Company.

**On Nov. 1** the Robert Gair Company, Inc., manufacturers of paperboard and paperboard products, moved its executive and New York City sales offices to the new Commerce Building, 155 East 44 St., New York City.



*Executives of the Eastern Lithographers' Association held a meeting at the New York Athletic Club, October 20. From left to right these gentlemen are: W. Stuart Powers, Morris M. Einson, Carl P. Schmid, William Ottman, H. H. Platt, Charles W. Frazier, H. P. Thwaite, Trowbridge Marston, J. A. Voice, R. P. Robinson and John Palmer*

appropriation, made at the beginning of the year for new construction and improvements, will be expended this winter. This will include the completion of the new three-story modern can making plant at Harvey, La., and various other improvements that are to be made at other plants of the company.

**A committee** representing the entire paperboard industry, including mills, container plants and folding box plants, is conducting an inquiry to develop a work-sharing plan for the industry. This committee was appointed at a recent meeting of the Paperboard Industries Association, and is headed by G. G. Otto, of the Alton Box Board & Paper Co., of Alton, Ill., as chairman.

Mr. Otto said that the committee probably would begin its work by issuing a questionnaire for the purpose of developing basic facts upon which could be worked

**At the meeting** of package machinery manufacturers, held at Buckwood Inn, Shawnee-on-the-Delaware, Pa., Oct. 6 and 7, H. H. Leonard, vice-president of Consolidated Packaging Machinery Corporation, was elected chairman of a committee to arrange for a meeting during the Third Packaging Conference and Exposition to be held in New York in March, 1933, and for another meeting in the Fall. Other members of the committee are: H. T. Bacher, president, McDonald Engineering Corporation; Charles L. Barr, sales manager, F. B. Redington Company; H. K. Becker, vice-president and general manager, Peters Machinery Company; Thomas R. Jones, president, J. L. Morrison Company; Roger L. Putnam, president, Package Machinery Company; C. E. Schaeffer, assistant general sales manager, Stokes & Smith Company.



## Here is an Interesting Assortment of CAMEO LABELS

THEY are presented to you in this manner to help you determine on the size and general design which most appeals to you for use on your product.

Tell us which you like best, what is the nature of your product and the type of container you use. We will then submit some tentative sketches of effective label designs for your package. There is no obligation involved.

If you require a different type or size of label than any shown above, let us send you some additional specimens.



**CAMEO DIE CUTTING & ENGRAVING CO.  
140 WEST 22nd STREET, NEW YORK, N. Y.**

Pacific Coast Representative—C. M. Turton, 531 Central Bldg., Los Angeles, Cal.

The term "packaging machinery" was defined by the group as follows: "The term 'packaging machinery' is understood to mean power-driven automatic or semi-automatic equipment used in the packaging of merchandise such as machinery for the cartoning, closing, filling, capping, wrapping, labeling, sealing, sewing, stapling, stitching, tying, corking, nailing and strapping of packages and containers of all kinds."

**The Cincinnati Mailing Device Company**, Third and Eggleston Aves., Cincinnati, Ohio, manufacturers of cylindrical fibre cans, mailing tubes and cases, and paper winding cores has announced that commencing Nov. 1, 1932, the company will be The Cin-Made Corporation. This change has been made, according to A. J. Harris, general manager, after considerable deliberation by the officials. Said Mr. Harris: "Our present name is somewhat of a misnomer and does not properly typify the products we manufacture. In view of the fact that for a number of years we have used the trade-mark

and for Toledo Synthetic Products, Inc., manufacturers of Plaskon, a synthetic molding compound.

Through his previous training, Harold Livingston Van Doren is well qualified for this field. Since April, 1930, he has been director of design for the Toledo Scale Company. For the three years previous, he served as assistant director of the Minneapolis Institute of Arts. He has studied art in New York and Paris, where he was the only official lecturer in English at the Louvre Museum. Various articles on art and architecture by Mr. Van Doren have appeared in *The Saturday Evening Post*, *The New York Times Magazine*, *The Arts*, *The Touchstone* and various other publications.

John Gordon Rideout enters the industrial design field after long experience in advertising. He was the Chicago secretary of the American Institute of Graphic Arts, and was instrumental in forming in Chicago the Society of Typographic Arts, serving as vice-president until he left Chicago. At one time, he was in the art



*The display here reproduced is made up of products sealed with closures manufactured by the Crown Cork and Seal Company. This was included as part of the Du Pont display on the Boardwalk, Atlantic City, during September and attracted favorable attention*

Cin-Made in our advertising and on our products, many people have become accustomed to address us in that manner rather than as The Cincinnati Mailing Device Company. Therefore, we have concluded that by changing our name we will be able to more closely connect our name with our products." Mr. Harris emphasized that the change in the corporate name in no way alters the established policy or the management of the company. He continued: "We shall, as in the past, fabricate only the best types of fibre cans (either paper or metal ends), mailing cases and tubes and paper winding cores. We will not alter the quality of our products, nor will there be any change in either our selling or internal organization."

**Announcement** has been recently made of the incorporation of Van Doren & Rideout, industrial designers, with offices at 2325 Madison Ave., Toledo, Ohio. Since May, 1932, Mr. Van Doren and Mr. Rideout have handled design problems for the Toledo Scale Company

department of Charles Daniel Frey, Chicago advertising agency. He also has been connected with various art studios in Chicago, Cleveland and Toledo. Mr. Rideout's wide knowledge of type and printing processes, combined with a fine sense of color, have afforded him valuable experience for the field of package design.

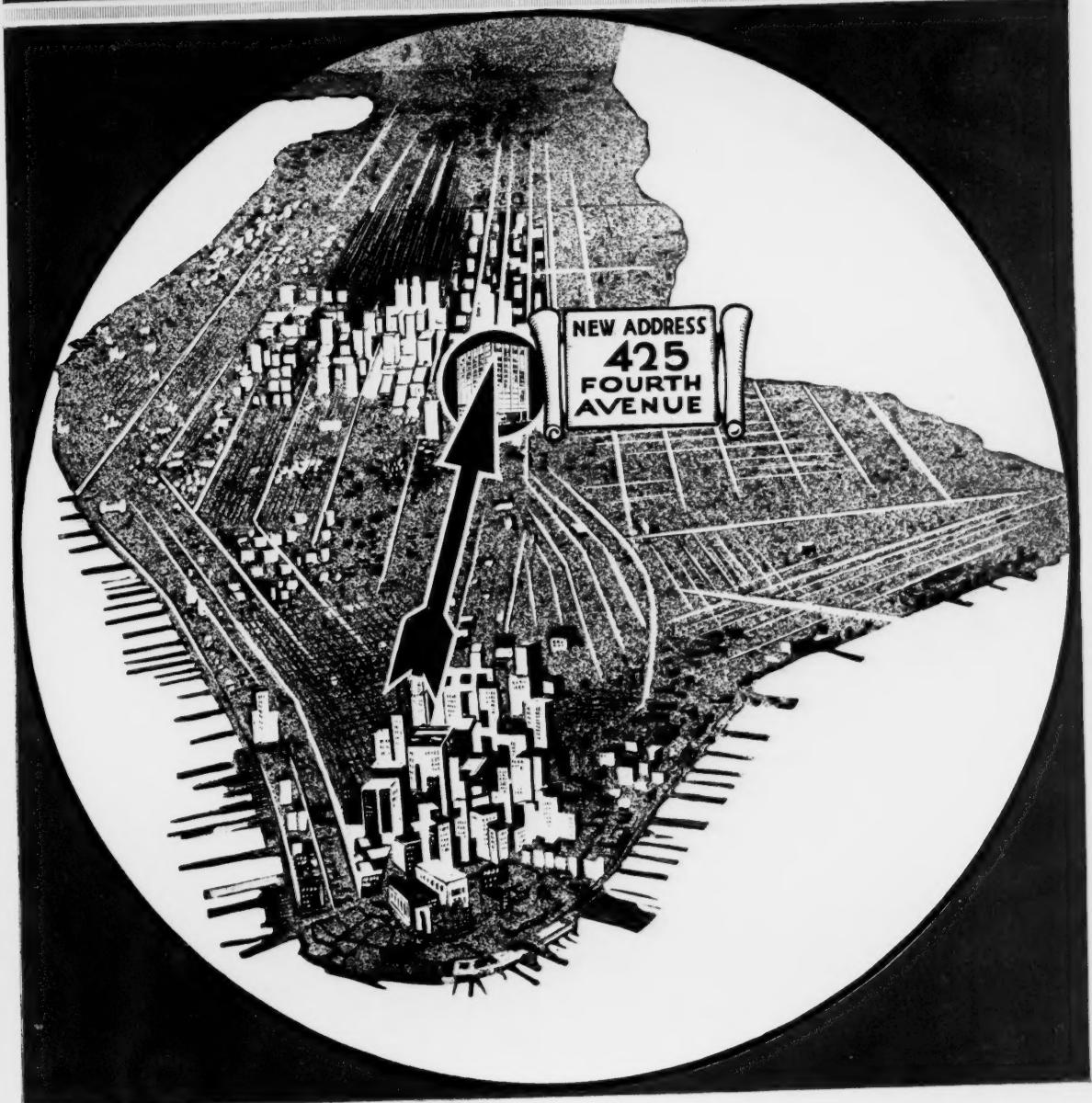
**Offices** have now been opened in New York in the Chrysler Bldg., by Amerika-Interessen, Inc., organized as the American unit of A. G. Fuer Amerika-Interessen, operating also in Berlin, Paris and London. It is the function of this company to make available to the manufacturers of one country, devices, processes and patents that have been proved successful in other countries. For manufacturers who wish to augment their incomes by obtaining business abroad, but cannot do so by exports, the company negotiates agreements covering production and marketing rights, issuing licenses on a royalty basis or by the outright sale of the manufacturing and marketing rights for the country involved.





# MODERN PACKAGING MOVES

*to new and larger quarters*



**T**HAT we might better serve our readers and advertisers and at the same time keep pace with the rapid developments in connection with the use of packages in present-day merchandising, it recently became necessary to secure larger and better-planned quarters for our organization.

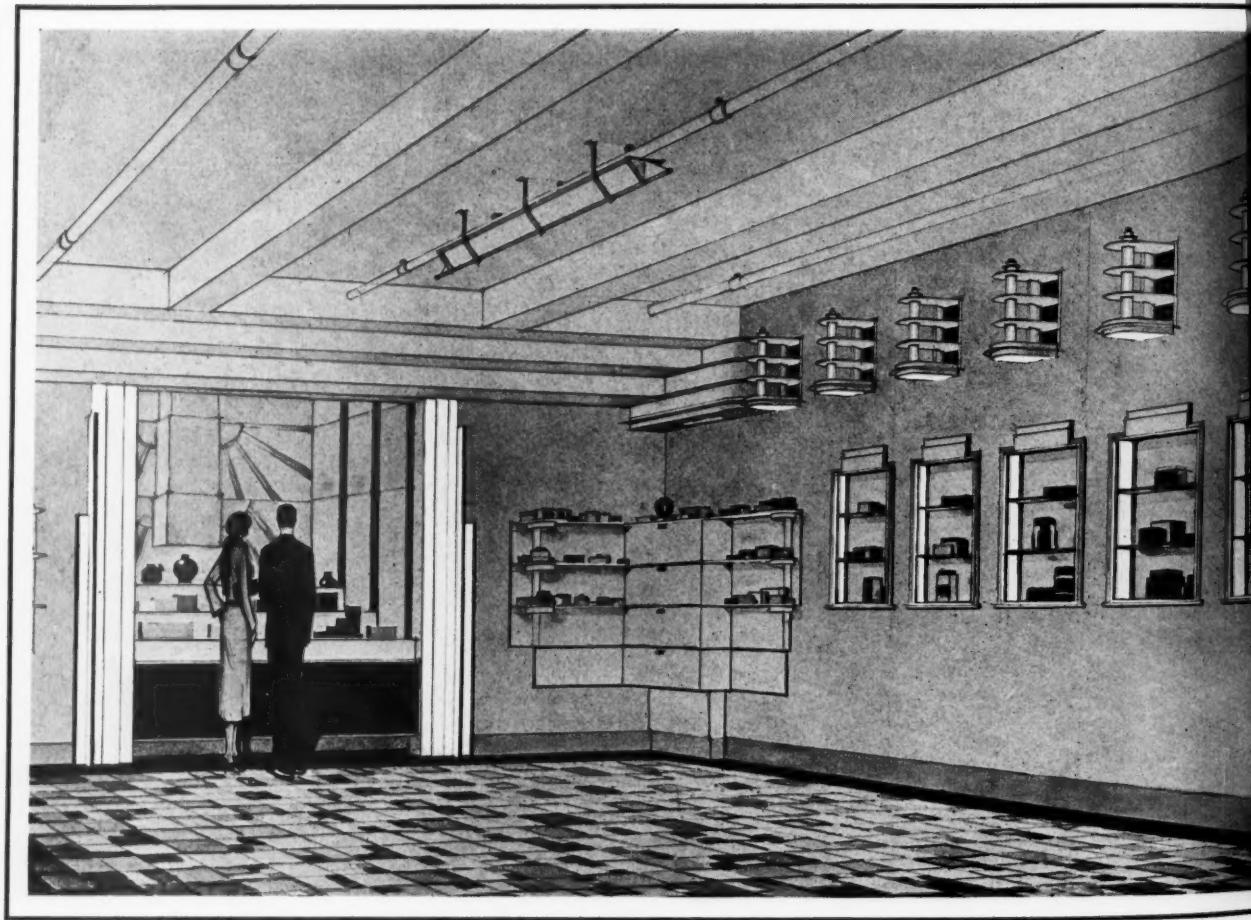
The illustration on the opposite page shows the layout of our new offices which have been arranged with a view to aiding every department—editorial, circulation, advertising and art—to handle its work with the utmost efficiency. Additional facilities have also been provided both the editorial and advertising departments to enable them to do more intensive market research work.

The large room shown in center of layout (No. 15) will be devoted exclusively to our permanent packaging exposition. The architects' drawing of this room is shown below. When completed, this will be one of the most comprehen-

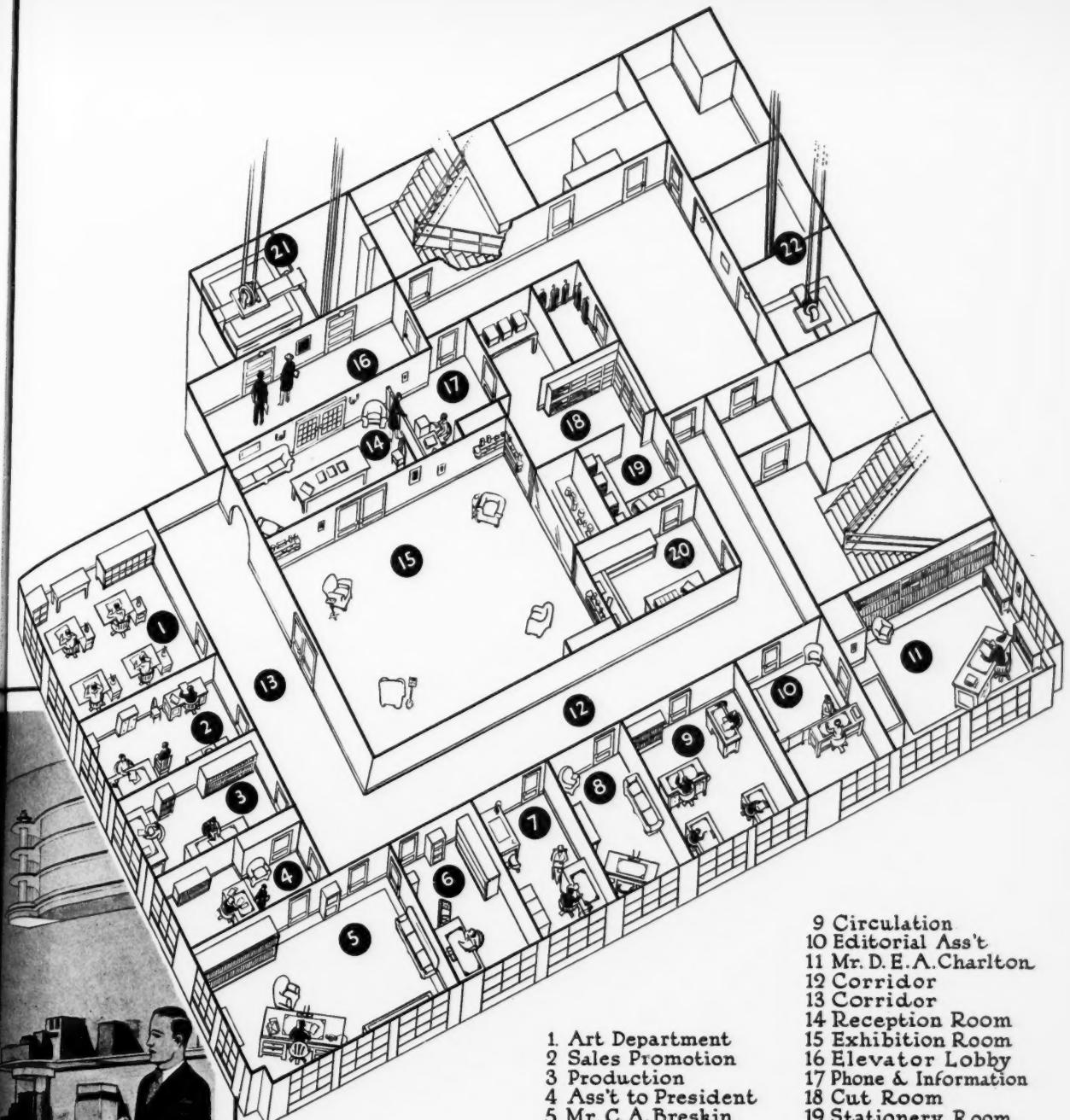
sive and instructive displays of its kind. Modern packages of every type, shape and size will here be shown. We are confident this display room will prove of tremendous value to packaging executives and others when confronted with problems involving the designing, production or merchandising of packaged products. A complete, modern store window for the purpose of demonstrating effective window display of packages is an important feature of this exposition.

In addition to showing actual samples of modern packages of every kind, there will be on display samples of the various materials used in the manufacture of packages and also photographs of modern equipment and devices used in packaging.

We extend a cordial invitation to every one interested in packaging to visit us and see the splendid display in our permanent packaging exposition.



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11 Mr. D. E. A. Charlton  
12 Corridor  
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14 Reception Room  
15 Exhibition Room  
16 Elevator Lobby  
17 Phone & Information  
18 Cut Room  
19 Stationery Room  
20 Addressing Room  
21 Passenger Elevators  
22 Freight Elevators

BRESKIN & CHARLTON PUBLISHING CORP.  
*Publishers of*  
*Modern Packaging and Packaging Catalog*  
425 FOURTH AVE. NEW YORK, N. Y.

**82  $\frac{1}{2}$  PER CENT**

**VOTE FOR MODERN PACKAGING  
AS FIRST CHOICE!**

**I**N a survey of business publications in the packaging field recently conducted by an advertising agency in the interests of a client, letters were mailed to 3,023 representative firms in the packaging industries.

**They were requested to write the names of three publications in the packaging field that were of greatest interest to them.**

**The returns showed that 82½ per cent of the ballots mentioned MODERN PACKAGING as first choice.**

**This indisputable evidence of the preeminent position occupied by MODERN PACKAGING, explains the unusual pulling power of the publication as an advertising medium.**

**If you have a product that can be used to advantage by the packaging industries, let MODERN PACKAGING present your sales message to the executives in more than 9,000 of the largest plants where packaging is a factor. May we send you further details, together with some interesting pamphlets regarding the packaging industries market?**

**MODERN PACKAGING**

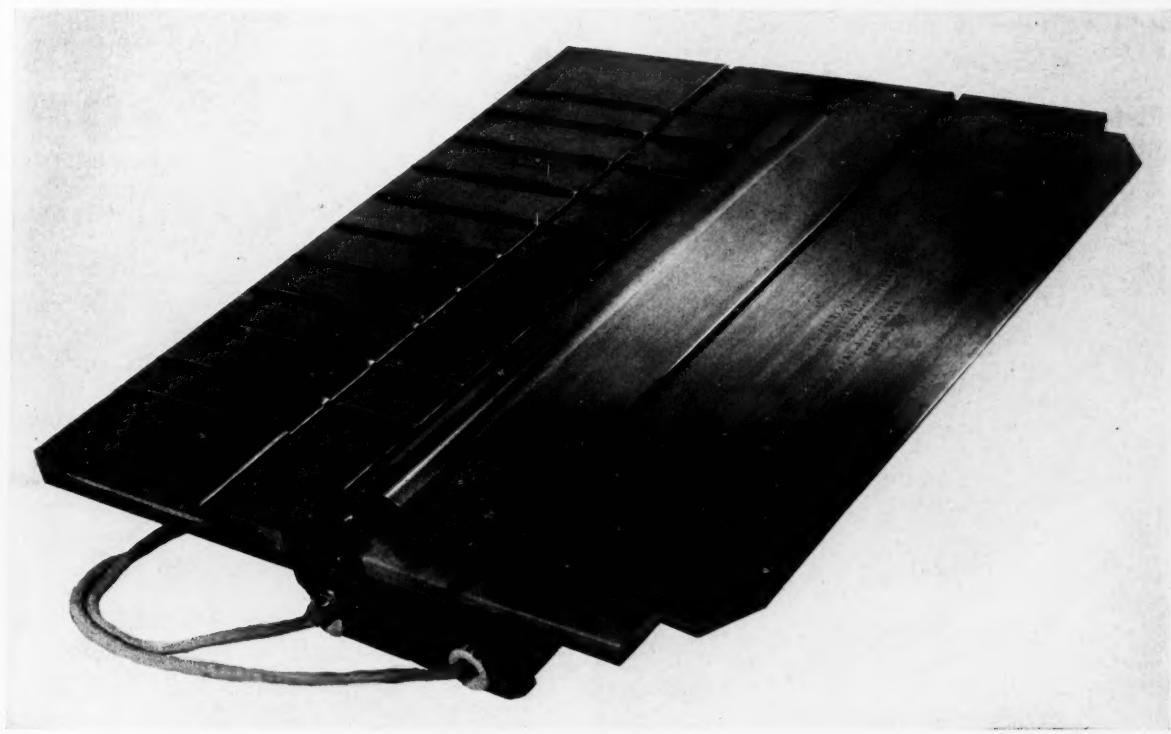
**Published by**

**BRESKIN & CHARLTON PUBLISHING CORPORATION, 11 PARK PLACE, NEW YORK**

# **SYLVANIA HEAT-SEALING ROLLER**

(PATENT PENDING)

**For use on Automatic Wrapping Machines  
with Moistureproof SYLPHRAP**



(PATENT PENDING)

**T**HIS device consists of a free action roller, built into and projecting above the face of a metal plate. The roller is in an insulated chamber and heated electrically, thereby confining the heat to the roller.

Excellent results are obtained in heat-sealing Moistureproof SYLPHRAP through the use of this roll. It provides instantaneous vertical pressure, instantaneous heat application, free roll action, no dragging or pulling of sheet or package.

The simplicity of the device permits of its being readily attached to any automatic or semi-automatic wrapping machine and is now being used on various package, bread, cake and biscuit wrapping machines with excellent results. The Sylvania Heat-Sealing Roller is leased—not sold.

Write us for further detailed information.

## **SYLVANIA INDUSTRIAL CORPORATION**

**Executive and Sales Offices — 122 E. 42nd St., N. Y. C.**

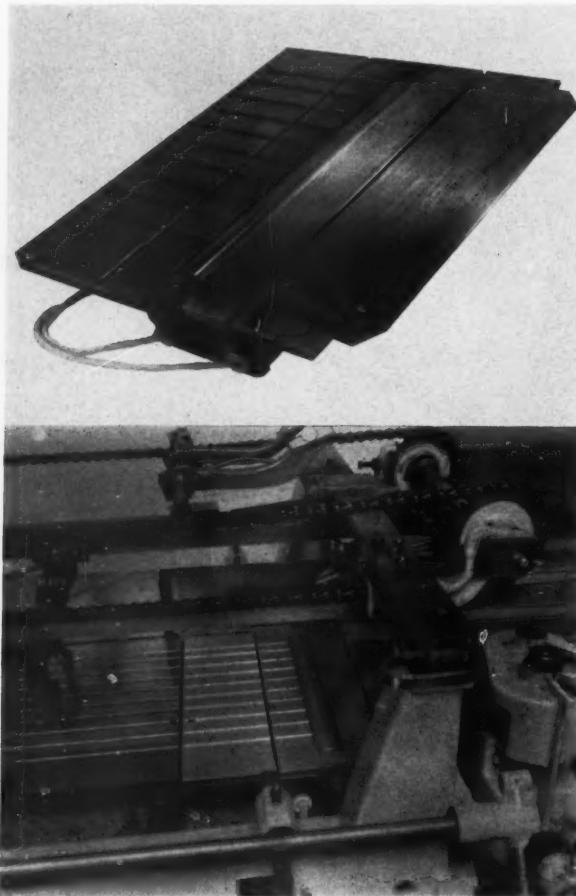
**Works: Fredericksburg, Va.**

# MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

## Heat Sealing Roller for Moistureproof Sylphrap

A heat sealing roller for use on automatic and semi-automatic wrapping machines is announced by the Sylvania Industrial Corporation, 122 East 42 St., New York City. This device, which has been in successful



New heat sealing roller for moistureproof Sylphrap. Below is the device installed on a wrapping machine

use in a number of the large baking plants of the East, consists of a free action roller built into a small plate and projecting slightly above the face of the plate. The roller is heated by radiation from electrical units in an insulated chamber or box. The heat is confined to

the roller, thereby permitting the other parts of the wrapping machine to remain cool.

It is stated that the only occasional difficulties in the heat sealing of moistureproof Sylphrap on automatic wrapping machines have been due to the fact that these machines were originally designed in a manner similar to that for wax paper, and the Sylphrap must be passed over more or less hot space, with the result that in these occasional instances there is a drag or pull. The best results in the sealing of moistureproof Sylphrap are obtained in instantaneous vertical pressure and the Sylphrap thereafter not being subjected to heat. This heated roller, being free to turn as the package passes over, provides the instantaneous vertical pressure and eliminates entirely any dragging or pulling.

Thus far, installations have been made principally on bread wrapping machines which have been the most difficult problem. Without exception, these installations have operated 100 per cent efficiently. In the first installation, the rewraps of bread loaves were less than 1 in 2,500. This device is adapted for use on machines wrapping all kinds of packages.

The accompanying illustrations show the device separate and installed on a wrapping machine, in place of the usual heat-sealing unit and indicating the simplicity of the device.

The Sylvania heat sealing roller is not offered for sale but is leased at a nominal rental to customers, the installations being made at the expense of the company. It is understood that the lease for the device is separate from and independent of contracts for moistureproof Sylphrap. U. S. patent has been applied for.

## Accordian Fold Offers Package Advantages

The unique construction of the Hesser "Double-Pack" recently announced by the Package Machinery Company of Springfield, Mass., offers a number of important advantages. The package consists of two separate units, the inner container being a complete package in itself. This is in contrast to the usual carton with an inner liner. Because of this, the carton flaps may be opened by the housewife without destroying the inner container. The unique accordian fold of the inner container enables her to seal the package again after using some of the contents.

The manner in which the inner container is sealed is said to give a perfect closure at both top and bottom, and

# ELECTRIC EYE wrapping

with *printed*  
waxed glassine



## Stronger display value

because the printing is right on  
the *outside* of the wrapper . . .

THIS new method of wrapping is of special interest to manufacturers of food products that require the use of waxed glassine or other transparent wrapping for protection.

By using our Electric Eye Wrapping machines, cartons can now be wrapped in printed transparent wrappers *with the design properly located on the package*.

Since the printing appears right on the outside of the waxed glassine wrapper, it has stronger attention value and greater brilliance than printing on a carton that is enclosed in a plain waxed wrapper—there is no loss in the intensity of the colors.

By blank-embossing the carton with the name of the product, identity is retained after the wrapper is removed.

Write us for complete information.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts  
New York Chicago Los Angeles  
London: Baker-Perkins, Ltd.



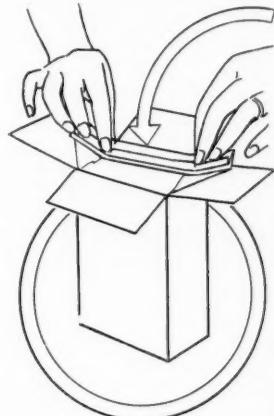
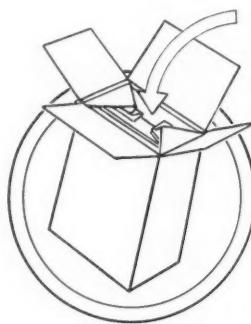
## PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

in this respect it offers an important advantage over other types of packages. The machine makes this inner container of plain paper, glassine, waxed-glassine or paper-backed foil, and it is, therefore, possible to obtain the

aluminum foil is fully as air-tight as a slip cover coffee tin and costs decidedly less.

A machine similar to the one that makes the accordion fold produces a carton from a roll of cardboard and seals



*In the Double-Pack the inner container is separate from the outer carton with perfect closure at both top and bottom, and may be made of glassine, waxed glassine, paper-backed foil or plain paper. Only two large carton flaps require sealing, making it easy to break the seal when opening. After a quantity of the product is used, the fold falls back into place; slight pressure producing a perfect seal*

most desirable form of protection for any particular product.

The inner container affords all the protection that the product requires. Therefore, although the machine will seal all four flaps, some concerns prefer to seal only the two large flaps, thus making it easier for the housewife to break the seal when opening the package. And, as stated above, the inner container, being entirely free of the carton flaps, is not damaged when the flaps are opened.

The accordion fold is of particular appeal to the housewife for it enables her to firmly seal the package after she has used a quantity of the product. This fold automatically falls back into place, and slight pressure with the fingers produces a perfect seal. In addition to keeping the product fresh, the accordion fold prevents any of it from sifting out of the package and messing up the pantry shelf.

The machine that makes the Hesser "Double-Pack" is one compact unit, in marked contrast to equipment which requires many separate units connected by conveyors and takes up valuable floor space. This one machine forms both the inner container and the outer carton, weighs the product, fills the package and seals it. The inner liner is cut from a roll of paper, glassine, waxed-glassine or paper-backed foil. The cartons are fed to the machine flat with the longitudinal seam unglued. The machine is said to produce up to 80 packages per minute.

The Hesser "Double-Pack" is suited to such products as coffee, tea, rice, barley, cocoa, sugar and many others commonly packed in cartons. Some products formerly put out in tins, because ordinary cartons did not give adequate protection, are now being packaged in the "Double-Pack" at a saving, with no sacrifice of protection. For example, a Hesser carton with inner liner of

it in an outer printed wrapper. Another model makes and fills paper bags. The bag consists of an inner liner and outer printed bag, formed separately. This type of machine is now being used by leading coffee concerns.

### For Rapid Banding of Products

A new machine developed or "banding" units of merchandise has been installed in three manufacturing plants, faced with the problem of cutting costs on the process of wrapping bands of paper around a pre-determined number of units to the package. It is called the Speedbander, and is said to turn out from 25 to 35 packages a minute, each neatly banded with either plain



*New banding machine offers savings in paper*

wraps, or wraps containing advertising or selling appeal imprinted upon them. Manufacturers of loose-leaf refills, writing paper, tissue or onion skin sheets, blotters, labels, sand-paper, paper napkins, or other similarly shaped flat packages are enabled to lower the cost of their production by the Speedbander.

One attendant feeds the units for wrapping, and they are delivered wrapped with perfect register, and only

# A Chain Store Idea That's Moving Merchandise!

"Get the merchandise into the customer's hands—and it's more than three-quarters sold!" That's the idea back of chain store success—and whether applied to cosmetics, drugs or brushes, it's equally sound, because it works. Consult an Einson-Freeman executive for effective application of "open display."



**DEVOE & RAYNOLDS CO., INC.**  
Makers of  
PAINTS VARNISHES DRY COLORS BRUSHES  
ARTISTS' MATERIALS INSECTICIDES  
1 WEST 47TH STREET  
NEW YORK  
TELEPHONE BRYANT 9-4081

September 14, 1932.

Mr. H. E. Mordan,  
Einson-Freeman Co., Inc.,  
Starr & Borden Avenues,  
Long Island City, N. Y.

Dear Mr. Mordan:

Now that the hard work of producing our new display boxes is out of the way and the boxes are beginning to move, I believe you will be interested to know how your creations are being received by the trade.

Some time ago, we submitted these boxes to our Dealer Advisory Board and apparently their enthusiasm for a colorful display which would put the merchandise right on the counter, is reflected by the trade in general, for I can say without exaggeration that the new boxes are moving more rapidly than anything of a similar nature we have tried in recent years.

Considering the situation which exists at the present time, we believe this is pretty definite proof that the boxes are right and we just want you to know we appreciate your efforts and the fine job your company has produced.

Sincerely yours,

DEVOE & RAYNOLDS CO., INC.  
*Ivor Neway*,  
Advertising Manager.

IK:P

## EINSON-FREEMAN CO., INC. LITHOGRAPHERS

OFFICES AND MANUFACTURING PLANT  
STARR & BORDEN AVENUES  
LONG ISLAND CITY, N. Y.

NEW ENGLAND OFFICE  
302 PARK SQ. BLDG., BOSTON, MASS.

WESTERN OFFICE  
WRIGLEY BLDG., CHICAGO, ILL.

Inventors and Manufacturers of the Einson-Freeman Patented Double Tier Container. Licensee for Canada . . . Somerville Paper Boxes, Ltd., London, Ontario, Canada



from  $\frac{5}{8}$  in. to  $\frac{3}{4}$  in. overlap of the glueing edge, as against the usual 2 to 5 in. overlap. This in itself makes a saving in paper used amounting to approximately 10 per cent. The designers assert that the machine pays for itself and earns a profit in less than a year. It has all the essentials of a highly modern automatic unit, including a device which prevents operation if the attendant fails to insert a package for wrapping.

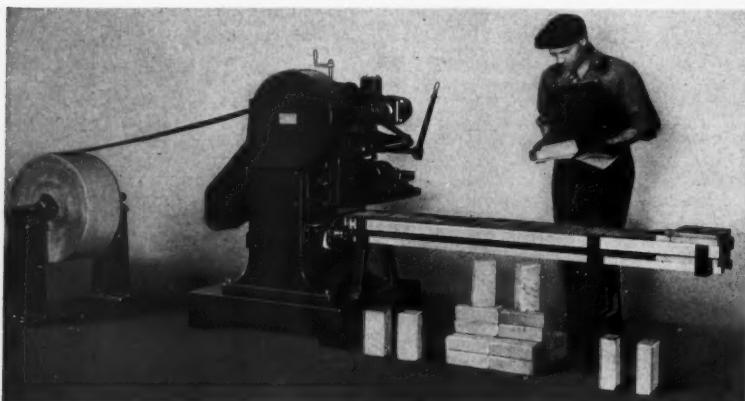
The Speedbander is made by the New Jersey Machine Corporation, 16th st. and Willow ave., Hoboken, N. J., glues the wrap or band, places it around the package, and secures the adhesion before discharging the "banded" package on the unloading table or conveyor. The makers have a reputation for designing automatic units for package-making, glueing, wrapping, box-making, and machines which have been made for special purposes, as part of the existing production units.

### Wrapping Bricks—200 a Minute

Wrapping bricks at the rate of 200 per minute is an accomplishment of the Hinde & Dauch Company at its Gloucester, N. J., plant, made possible through the use of a machine developed and manufactured by the J. L. Ferguson Company of Joliet, Ill.

This machine takes indented felt paper from a roll, cuts, scores, glues, folds and delivers the wrapper, knocked-down, into the magazine. It will handle both smooth and indented paper, and each wrapper is labeled "patented" and also shows a patent serial number. A 3 h.p. motor is used to drive the machine.

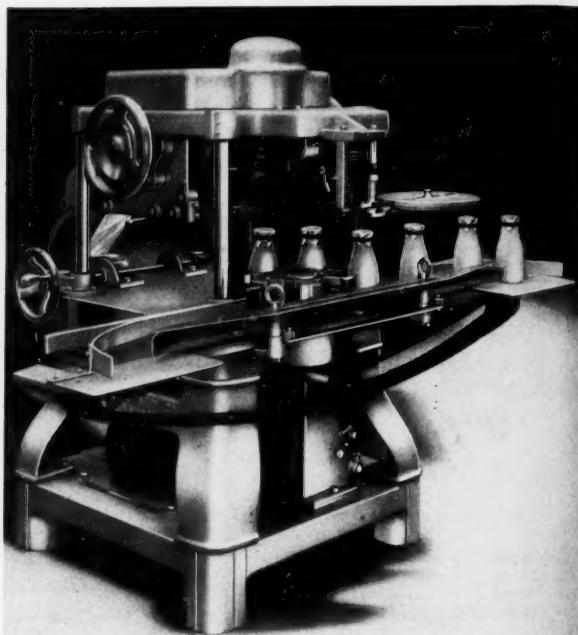
As shown in the illustration, the installation occupies small floor space. The wrappers produced are used for the protection and packing of face and tapestry brick, where it is desired to prevent scratching or marring of surfaces, and cover three sides. Two scorings are made and one gluing on the short end is effected. It is stated that during a recent test the machine turned out 90,000 wrappers in nine and three-quarters hours, an average running speed of 192 wrappers per minute.



This machine serves as a good example of the wide diversity of uses to which packaging machinery is applied, and indicates the range of service which the Ferguson company is called upon to develop and render.

### Transparent Seals for Milk Bottles

The growing popularity of transparent wrappers as providing additional protection and "dressing-up" of the package continues to manifest itself in every field.



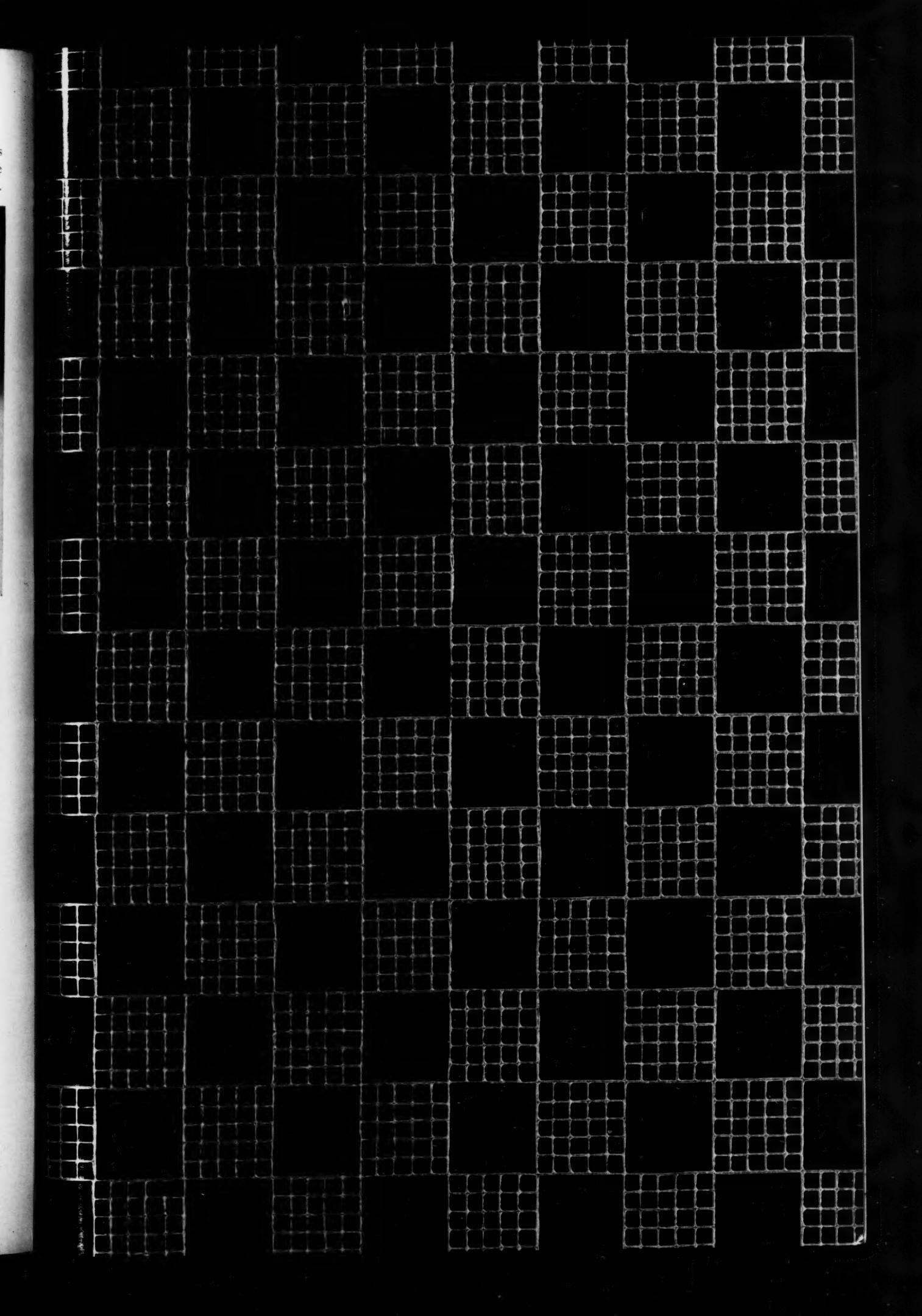
On this machine milk bottles are sealed and banded at the rate of 36 per minute

Among the most recent is the application of such material to milk bottles—the result of a development recently announced by the Package Machinery Company of Springfield, Mass.

The new seal for milk bottles consists of a small wrapper or sheet of Cellophane which is automatically cut from a roll, formed tightly over the neck of the bottle and held in place by a strip of colored paper tape specially treated with a waterproof glue. The result is a

Wrappers for face and tapestry brick are cut, scored, glued, folded and delivered, ready for use, on this machine at the plant of The Hinde & Dauch Company, Gloucester, N. J.

seal which is stated to have the following advantages: sanitary, because it protects the cap and pouring lip from contamination; economical, for seal and tape cost less than one dollar per thousand bottles; transparent—shows



# BASKET CHECK — GLAZED CHINTZ —

One of the most recent box coverings developed at the Hampden Mills at Holyoke. A startling variation of a check and one which should meet many requirements.

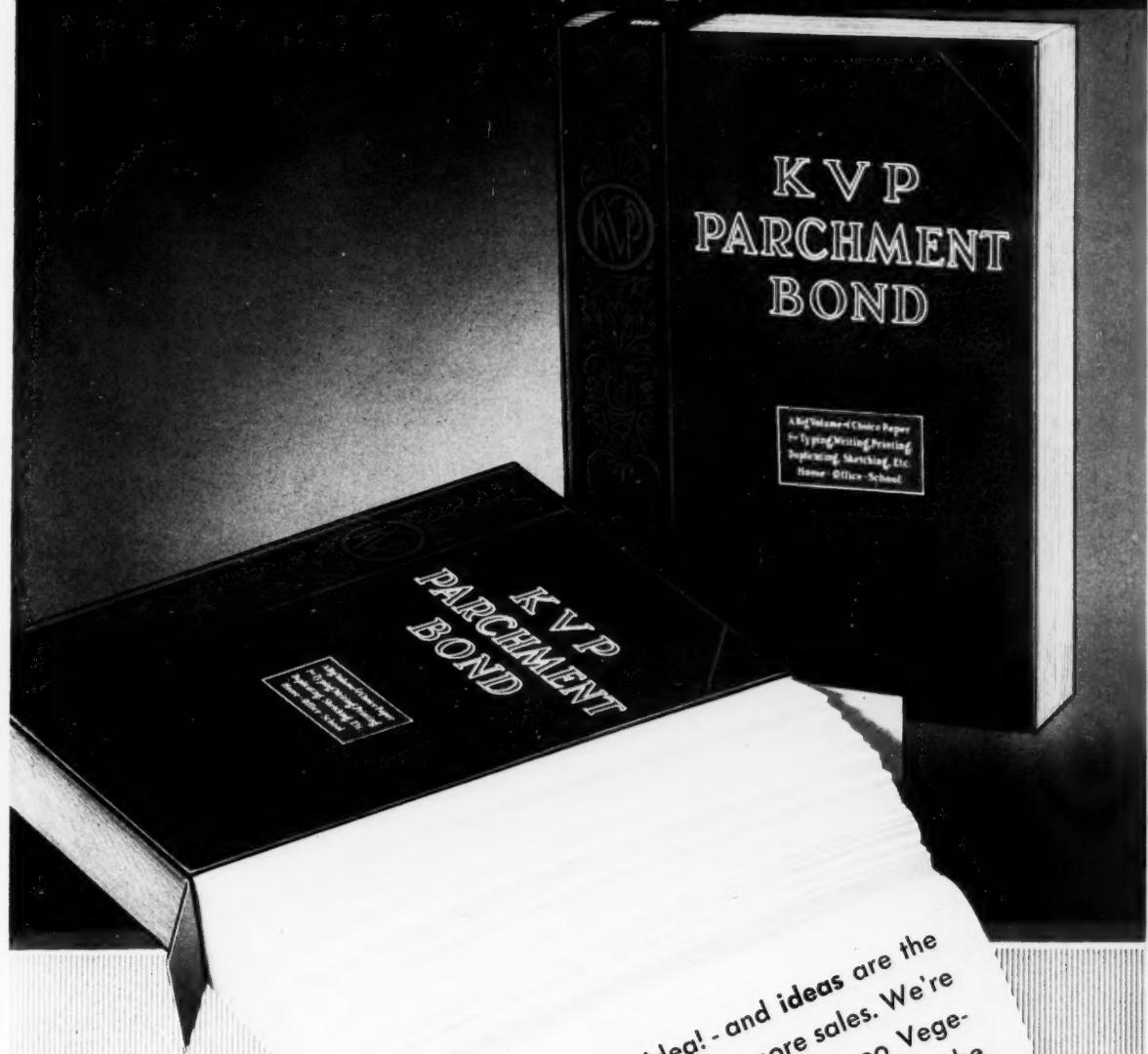
Why not let us send you sample sheets for dummy purposes in an assortment of colors; no obligation of course.

HAMPDEN GLAZED PAPER & CARD CO.  
Mills at Holyoke, Massachusetts, U. S. A.

New York - - Philadelphia - - Chicago - - Toronto - - San Francisco

# SPECIALISTS

in producing designs and  
printing plates for better packages



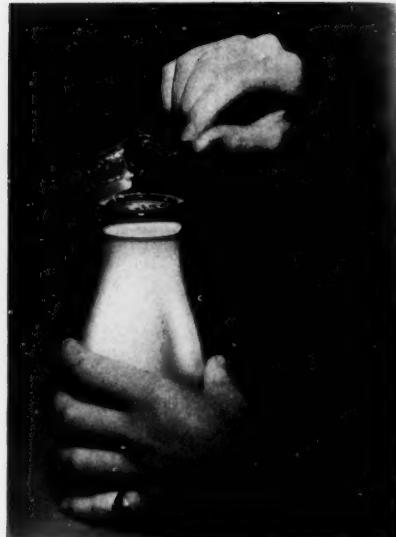
BRING YOUR  
PACKAGE DESIGN  
AND ENGRAVING  
PROBLEMS TO

**CRESCE**NT **ENGRAVING Co.**  
KALAMAZOO - MICHIGAN

A good packaging idea! - and ideas are the things that open the way to more sales. We're proud to have served the Kalamazoo Vegetable Parchment Company in producing the art work and printing plates for these unique and distinctive cartons for KVP Bond paper.



*The transparent seal for milk bottles is easily removed. The protective advantages of this seal are obvious, and it also offers visibility of the contents of the bottle*



all the cream; waterproof, for it stays fresh and crisp under all conditions of moisture; easy to open—no implement required—a quick pull and it's off.

The machine which effects this seal is said to operate at a speed of 36 bottles per minute. The floor space occupied is 4 ft. x 5 ft.; net weight, 1,600 lbs.; gross weight, 1,900 lbs., and horse power required,  $\frac{1}{2}$  h.p. The machine is adapted to all standard sizes of glass milk bottles and will withstand the extremes of temperature and humidity that are encountered in a bottling plant. Size of seal is  $4\frac{1}{4}$  in. x  $4\frac{1}{4}$  in.—furnished in rolls; size of tape,  $5/16$  in. wide by 8 in. long—furnished in rolls.

### New Closure for Metal Containers

Offering simple and positive closure, the new "Atco" cap, recently announced by the American Tube and Cap Company, 111 Broadway, New York City, incorporates certain desirable features in a device of this sort. It is stated that the company intends to merchandise these caps for those packages which are available as containers for such materials as talcum and shaving powders, spices and other products of a like nature. This cap is also available for use as a shaker top for bottled goods in non-corrosive and non-tarnishing metals, and it is planned to merchandise these direct through the new organization.

As shown in the illustration, the device consists of two interlocking parts. Pressure up or down on the extension rim or flange opens and closes, respectively, the aperture from which the powder may be shaken.

It is stated that in the near future collapsible tubes with this new cap built in will be available to tube users through licensed collapsible tube manufacturers.



### Automatic Compensator for Bag Machines

The engineering staff of the Smith & Winchester Manufacturing Company, South Windham, Conn., working with the research division of the General Electric Company has, within the past year, perfected a patented automatic compensator for their paper bag machines. It is claimed, this patented device makes it possible to print rolls of paper on two or three color rotary presses, rewind, send them through the bag machines and save the extra handling of the tubes. Length of tubes do not vary and higher speeds are consistently maintained. Speeds of 500 feet of paper per minute are easily handled.

Before this development, the speed of large paper rolls had to be varied in order to get the cut-off right. Necessary adjustments caused variations in the slack or tension of the paper going into each tube with the result that multi-wall bags were often turned out with walls that did not form a complete unit, and their strength was impaired. The new S. & W. compensator adjusts the cut-off knives directly—keeps the paper speed constant and removes all danger of weak bags.

The method of operation is as follows: a "Key" mark is printed between each bag length when the rolls are printed. An "electric eye" is placed where these key marks can be easily and brightly lighted to reflect into the eye. If the reflected light varies, either before or after the normal position of correct register, then an electric impulse is set up. Amplified through relays it operates a special motor which speeds up or slows down the differential, and drives the cut-off knife. Advanced or retarded automatically as required the cut-off is always kept at the "key" mark so the tubes will all be the same length and the printing always in the proper location on the tube. There are only two corrections necessary: one, a constant to adjust for variation in printing due to a shrinkage or stretch of the paper because of atmospheric conditions; the other, the quick change for large individual variations.



*With*  
**HEEKIN  
HARMONIZED  
COLORS**

TIME changes packages and designs just as it changes styles and fashions. If your package is not modern—if it does not meet the competition offered by other packages in windows or on the counter, then you are seriously handicapping its sales ability. Heekin Lithography on metal—for any type of metal package—meets all modern day requirements. If you desire Heekin will redesign your package or suggest improved color combinations. Let us be of service to you. THE HEEKIN CAN CO., CINCINNATI, OHIO.

The combination of electric eye and compensator in connection with the cut-off control has been developed only after long and extensive study and experiment. This machine is being used today on the tubes used for valve bags, and developments are being worked out for other size machines at the present time.

Installations are now running in several converting plants—and have given entirely satisfactory results for more than a year. The device is used on machines turning out tubes for valve bags and is adaptable to other size machines.

### New Molded Pulp Containers

Of intense interest to the dairy industry and other fields, are the Burt Opax Ware containers—bottles, tubs and other types of containers—recently announced as a joint development of the F. N. Burt Company, Ltd., of Buffalo, N. Y., and the Mellon Institute, and manufactured by the former. These containers, however, do not



Standard sizes in milk bottles are molded in one-piece and impregnated with Opax

represent an experiment for they have been in actual use at several progressive dairies and have rendered satisfactory performance.

The bottles are first molded in one piece without joints to virtually the identical shape of the standard half pint, pint, or quart glass milk bottle. They are then impregnated through their entire wall thickness with Opax, a tasteless and odorless wax-like material. It is stated that they will not break when dropped on a concrete floor, will not soften under constant exposure to water or lactic acid, and will pass through all types of filling and capping equipment without any complicated change

from that used for filling glass bottles. The bottles are opaque, one-third better insulators than glass, and can be furnished in any solid color. The Burt Opax Ware bottles take the standard No. 2 or No. 3 cap, and hoods



Molded in various forms, Opax Ware containers are adaptable to a wide range of food products

or other special sanitary caps can be eliminated by crimping over the pouring edge of the Opax Ware bottle so that it is completely protected until the contents are poured out.

The cottage cheese containers, butter and lard tubs are made of the same sturdy and rigid material which will not soften regardless of the length of time exposed to water or lactic acid. They can also be crimped in such a manner as to form a perfectly sealed container.

These containers are cast in a single piece so that there are no seams to leak or joints which liquid can loosen. Tests show them to be odorless and tasteless and to provide better insulation with half the thickness than that furnished by other types.

### Convenient Draining Device

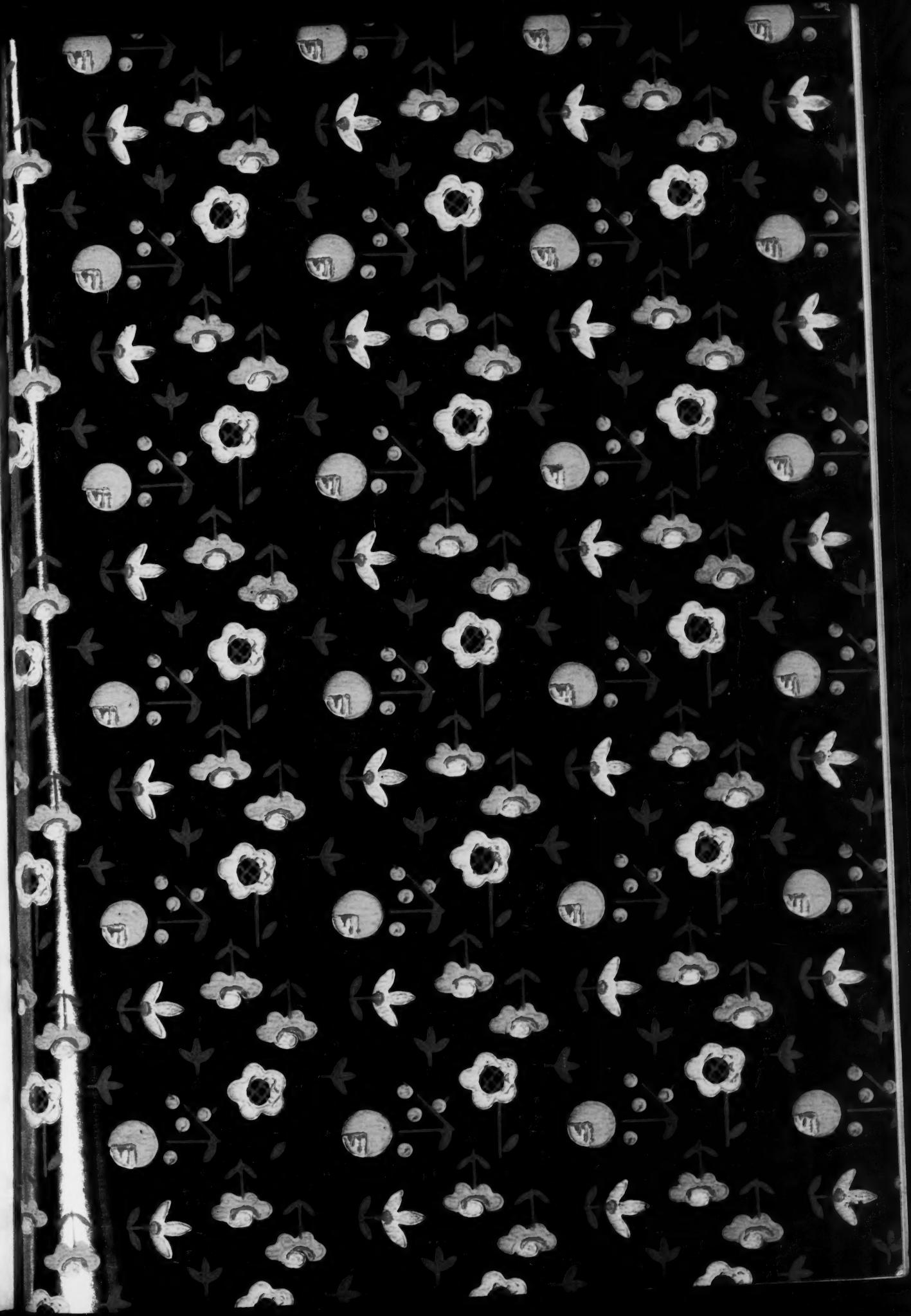
A useful device which offers wide application in its use as a convenient method for drawing off liquids from metal containers is that known as the "Spear-Tap,"



Easily applied, this draining device offers a number of advantages when applied to metal containers holding liquids

manufactured by the Spear-Tap Manufacturing Company, 210 W. 17th St., Los Angeles, Calif.

This is shown in the accompanying illustration and is said to offer the following advantages:



# ROMANCE PRINTS



Created by Louis DeJonge and Company  
for the gracious moods of to-day's fashion

Box papers in

pretty pastels

charming florals

simple patterns

fine finishes

in glazes, silks and suedes

new smart silver and gold foil prints

All designed to lend a charming setting  
to gracious effects

of ~

Louis DeJONGE & Co.

NEW YORK ~  
PHILADELPHIA  
CHICAGO





*the* DUBL-LOCK



**THIS CAN IS OPENED WITHOUT TEARING THE LABEL**

The Dubl-Lock is the most modern type of cylindrical fibre container . . . The tin slip-on cover has double flanged sides that fit down snugly over the container and label. This method locks the cover securely with slight pressure and releases just as easily — in no way does it mar or tear the label. The Dubl-Lock is carefully wax lined inside, providing moisture resistance and greater sanitation . . . A diversity of standard sizes are always carried in stock, enabling us to offer 24-hour service. Special sizes and color combinations furnished on order . . . It will pay you to find out about the possibilities of the new Dubl-Lock for your product.

**THE CIN-MADE CORPORATION**

*Formerly*

THE CINCINNATI MAILING DEVICE CO.

297 Eggleston Avenue

Cincinnati, Ohio

REPRESENTATIVES IN PRINCIPAL CITIES



**Fasten them with  
Bostitch Staplers!**

That's the most dependable, speedy and economical method of mounting samples on display cards, sealing bags, and fastening sample swatches, tags, etc.

**BOSTITCH**

**THE MODERN METHOD OF FASTENING**  
has been adopted by hundreds of plants in the packaging industries because of its superior advantages and economy.

Bostitch Stapling Machines are made in a wide range of sizes and styles—from the small 12-ounce fastener to the large automatic power machines which make their own staples.

**Bostitch Sales Co., East Greenwich, R. I.**

Bostitch Sales Company, East Greenwich, R. I.

Please send me the folder "Bostitch, the Modern Method of Fastening."

Name ..... Address .....

1. Eliminates waste: Cans equipped with Spear-Tap may be easily placed on accessible shelves and the fluid drained from them when desired. No spilling by reason of irregular flow of the liquid. Waste is prevented because the fluid in the cans is kept "fresh as when factory filled." It is unnecessary to punch holes in the can for the purpose of facilitating the flow of the liquid. Therefore, the liquid is kept excluded from contact with the air.

2. The product is kept fresh: The above preventive effects, accomplished by keeping the product from contact with the air, assure the user that the original flavor, uniformity and value of the product is retained. Furthermore, all sediment, unavoidably present in many liquids, sinks to the bottom and is not drawn off with the liquid, as cannot help but happen when a can is tilted to pour off its contents.

3. Is self-venting: Spear-Tap eliminates the necessity of punching another hole in the can in addition

## Milk in Square Paper Bottles

The newest in paper milk containers—in a single service container—is the Pure-Pak bottle which is a product of the American Paper Bottle Company of Toledo, Ohio. Differing from other paper bottles for this purpose which have been placed on the market, this container is rectangular in shape, as may be seen from the illustration. Pure-Pak containers are made square in one piece from pure white spruce paper, three thicknesses at the bottom, six thicknesses at the top, paraffined inside and out and sealed, and are said to be leak-proof, proof against air, liquid, odors, vermin or contamination of any kind.

The one-piece blanks used for the containers are supplied flat, fully printed and scored for forming and folding. After forming, closing the bottom and paraffining, inside and outside, the container is ready for filling, after which the top is gathered, folding automatically on the



*Note the pouring lip or spout shown on the container at the left. This is formed as an integral part of the carton, and is one of the several advantages claimed for this type of paper milk container. These "bottles" are easily packed and offer no waste space*

to its customary outlet. The rate of flow is sufficient for all ordinary purposes.

4. Saves lifting. There are many occasions when a 5-gal. can is too heavy or awkward for a person to lift and pour from properly.

5. Easy to apply: Spear-Tap can be easily fitted into a can. To do so requires no strength. Merely punch the can with the tip of the spear-head and, under very little pressure, the fine cutting edge will then do the work. Then give the Spear-Tap a quarter turn. Once applied, the device stays in tight and will not leak. The rubber washer effectively seals the can when punctured.

6. Spear-Tap is not affected by non-corrosive liquids nor will it in any way affect the contents of the can.

score lines. The two remaining edges are drawn together. The top fold is then doubled over, forming a ridge which acts as a strong and convenient handle. When folded, the ridge is stapled and squeezed under heat. This, with the paraffin, seals the top air-tight and liquid-tight.

Advantages claimed for these paper containers, other than those of protection and sanitation, are that they weigh only about five per cent of the weight of other types, occupy less than one-half the space required, and require less refrigeration.

The operations of forming, filling and sealing Pure-Pak bottles at the dairy are performed automatically. The conveyor of the machine is provided with spaces to carry 45 containers.

## *Only Unbreakable containers can cut your packaging costs!*



When you buy glass vials, jars or bottles you must figure on thousands of dollars additional cost for the protective paper wadding, lest they break—and still more hundreds of dollars for shipping costs on the useless weight! Save both of these unnecessary expenses, by packing in the modern, featherweight

### **HYCOLOID**

*Unbreakable—Seamless  
VIALS—JARS—BOTTLES—TUBES*

Available transparent or opaque—need no excessive materials and labor for package protection, and travel at greatly reduced shipping costs. (1/5 the weight of glass.)

Made in all colors, sizes, and with any style closure, Hycloïd containers afford a durable beauty, and tremendous savings in packing and shipping.

— Send for Samples —

● **HYGIENIC TUBE & CONTAINER CO.** ●

46 AVENUE "L," NEWARK, NEW JERSEY

### **One-Piece Screw Cap for Vacuum Packing**

To overcome the high cost and difficulty of opening that are characteristic of reclosure seals for vacuum packing, the market research committee of Aluminum Seal Company, New Kensington, Pa., has developed and placed on the market a new type of vacuum cap.

According to the committee, high cost of reclosure vacuum seals is due to the necessity of using a two-piece



New one-piece screw cap

seal if the reclosure feature is to be obtained. Naturally the two-piece seal costs more to purchase and to apply than does a one-piece cap. In the ordinary screwed type of two-piece vacuum cap, the disk with its sealing medium is first placed on the container under a vacuum and the threaded band is then put on by hand or machine. This makes necessary an extra expense for applying the cap, as well as the expense of the two pieces.

With such a seal, all previously used sealing mediums tend to stick to the bottle top when the consumer attempts

### **ON YOUR CELLOPHANE COMBINING OPERATION**

*get rid of the  
Ridges!*

In combining Cellophane with paper, board cloth or other material, the ability to apply adhesive in a smooth sheet is one of the big advantages of the new

### **CELLOPHANE Combining Machine**

**FOR COLD ADHESIVES—HOT MELTS  
OR LACQUER ADHESIVES**

A distinct achievement in machine design—this new Waldron Combining Machine that applies any kind of adhesive without the unsightly lines that result from improper methods of combining Cellophane with other materials. For complete details or specific information—write

**John Waldron Corporation**

MAIN OFFICE AND WORKS - NEW BRUNSWICK, N. J.  
CHICAGO NEW YORK PORTLAND, ORE.



#### ATTRACTIVE—DISTINCTIVE—SERVICEABLE

The Bakelite Molded Stand for  
Eversharp Kleen-Fill Ink

dresses up the lowly ink bottle, makes it fit to adorn the finest desk or table, and insures a constant supply of ink, instantly available without muss or bother.

If your sales are off, and your product is lacking in appeal, our Design Department will be glad to help you in redesigning for increased sales. Write us now.

CHICAGO MOLDED PRODUCTS CORP.  
2142 Walnut Street  
Chicago, Ill.

## RECENT DEVELOPMENTS *on Moistureproof Cellulose Adhesives*

For those manufacturers who seal their moistureproof transparent cellulose wrapper with solvent and heat—Try UPACO Cement No. 1005—*inexpensive and efficient*.

Where sealing moisture-proof cellulose to paper try UPACO Moisture-proof Adhesive No. 415—*perfect sealing*.

Working samples sent upon request.



UNION PASTE CO.  
MEDFORD, MASS.

to open the package. This difficulty of opening is increased by the pressure of the atmosphere on the outside of the disk caused by the vacuum within. Hence, after removal of the threaded band, the consumer may find it necessary to puncture the disk or to pry up the edge with some utensil, in order to break the vacuum and get at the contents.

To overcome these difficulties, the new closure makes use of the familiar one-piece Roll-On screw cap. This is provided with a newly developed "lubricated" rubber compound sealing medium, which is flowed into place in the top of the cap and then vulcanized, before delivery of the caps to the packer.

With this combination of cap and seal, it is stated, the container can be readily sealed under a vacuum because of the use of the Roll-On cap. The threads on this closure are rolled into the cap in conjunction with the threads of the container, after the sealing medium has been properly seated under a vacuum and while the cap is held tightly in place by the capping machine, so that the vacuum is retained as the threads are completed. The "lubricated" sealing medium eliminates the possibility of sticking, while at the same time it holds the vacuum. The method of rolling on the threads prevents any wedging between the container and closure threads and insures ease of unscrewing. The whole cap is in one piece and is put in place by machine and in one operation, hence giving a closure that makes possible the most advanced practice in packing at a low closing cost and also provides an effective reclosure.

This new closure is designed for use with foods, candies, cosmetics, or any other product with which a hermetic or vacuum seal is desired. Its particular advantage to the packer lies in the fact that it makes an effective reclosure seal available for use on low-priced goods as well as for those in the higher retail price classes.

#### New Machine for Clipless Closure

Manufacturers who use collapsible tubes in packaging their products will be interested in a recent announcement of the F. J. Stokes Machine Company, Philadelphia, Pa., that it is now prepared to furnish a full automatic machine which makes the so-called clipless type of closure. It is claimed by the manufacturer that this new machine does not necessitate the extra length tube usually required and at the same time the closure is said to be stronger, and, if desired, more material can be packaged into the same length of tube. This new model, known as the No. 90-D, is said to have a production of 45 to 50 tubes per minute of sizes up to those 1½ in. in diameter by 7 in. long. It is stated that this full automatic machine will be followed by a full line of semi-automatic and hand filling machines to make the same type of closure.

An illustration of this machine cannot be shown at this time, but full particulars may be had from the manufacturer.

## Package Identification and Protection

(Continued from page 54) last session. These proposals include recommendations on the so-called Deceptive Package Bill, stiffer penalties for violations of the Food and Drug law, some further suggestions concerning standards for food, and an amendment relating to the so-called "distinctive name" provision of the law. This last, if carried out, would affect many food packagers. The Federal Food Act, as it stands today, relieves from censorship preparations which are marketed under a distinctive name—a special brand name, such, say, as "Bred Spred," used on a mixture reminiscent of fruit jam or preserves. If the Administration has its way, Congress will withdraw the special favor heretofore granted to distinctively named specialties. And if and when that comes to pass, the affected packagers will doubtless feel called upon to revise their package text, if indeed they do not revise their manufacturing formulas.

## Toiletries Packages May Carry U. S. Guaranty

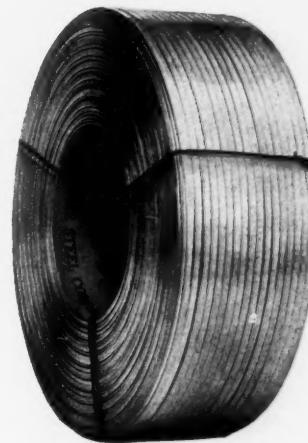
While we are on the subject of the extension of Uncle Sam's regulatory power as affects packaging it may be whispered that this coming winter is to see, at the capitol, a revival of the agitation to extend Federal censorship to include package statements and package enclosures in the case of all cosmetics, toilet goods, etc. Under present conditions, cosmetics come within the jurisdiction of the Food and Drug Acts only when the packages are labeled with claims for the prevention or treatment of disease. Toilet goods are seldom so labeled.

Lately, and following the hub-bub over injuries occasioned by the use of hair dyes containing lead, there has been a revival of the old movement for "truth in packaging" toilet goods. Administrative officials at Washington have always been heartily in favor of a law to control the labeling and traffic in toilet goods. With respect to the drive that is now planned there are two schools of thought. One crowd of reformers would like to see toilet goods brought within the scope of the Food and Drug Act. The other wing, headed by Senator Royal S. Copeland of New York, favors an independent statute applicable specifically to toilet goods. Officials of the U. S. Food and Drug Administration favor an independent law. They say that they have their hands full censoring food and drug packages. They would prefer to see the cosmetic supervision delegated to a separate institution.

## Non-Conflicting Proxy Packaging

The newspaper dispatches do not always touch all the highest spots of Governmental research. A case in point is afforded by the latest installment of the Federal Trade Commission's Report to the U. S. Senate on chain stores. The routine reporters caught the news that the proportion of private brands is increasing in such lines as hardware, drugs, etc. But, for packers in general, the significant disclosure of the Trade Commission findings consists in the uncovering of a growing

*Enjoy  
the convenience  
of stitching wire  
in ten-pound coils*



**I**F YOU use stitching wire in five-pound coils here is a money-saving suggestion—change to ten-pound coils of Silverstitch. With a ten-pound coil, your operator can stitch 50% more boxes than formerly, before stopping for a new supply of wire. On every hundred pounds of stitching wire, you save ten stops for coil renewals.

These full-weight ten-pound coils cost no more per pound than the five-pound coils. Like all coils of Silverstitch, they are accurate in temper, width, and thickness; wound in one continuous piece; galvanized to prevent rust. Try the ten-pound coils on your next order. Spool clearance needed for ten-pound coils is 7½ inches.

### FREE SAMPLE

Send for a free five-pound coil of Silverstitch today. Test it thoroughly. You, too, will say that Silverstitch is better than any stitching wire you've ever used.

In the .103 width Silverstitch is made in four sizes: .014, .017, .020, and .023. In the .060 width, two sizes: .024 and .0205.

### ACME STEEL COMPANY

*General Offices: 2840 Archer Avenue, Chicago  
Branches in principal cities*

disposition on the part of many thoughtful distributors to confine their packaging under private labels to articles that do not conflict with national brands or standard brands. Executives of some of the largest cooperative chains have told the Trade Commission investigators that, whereas they like to stock a certain number of "Own Label" leaders that advertise the house, they have reached the conclusion that they should not distribute under private label a product that has become well known through national advertising. The logic is that when a customer calls for a particular article he really wants the nationally-advertised package even though he does not mention the brand name.

### Variation in Sales of Packaged Cereals

Small town grocers doing a total annual volume of \$75,000 to \$100,000 sold a weekly average of 149 packages of prepared cereals compared with 128 packages sold by city dealers doing the same volume of business, according to a survey made by the *Household Magazine* among grocers in towns under 10,000 in 16 eastern and midwestern states compared with grocers in cities ranging in size between New York and Kansas City, Mo.

Among dealers in all volume classifications, however, small town grocers averaged 107 packages a week, while city grocers averaged 123. The greatest average sale of any one brand of prepared cereals among small town dealers doing a total annual volume of \$20,000 and over,

was 37 packages a week. Among city dealers doing the same volume of business, greatest average sale of any one brand was 33 a week.

An exhibition of industrial designs by Walter Dorwin Teague was shown in the gallery of the New York Advertising Club, from Oct. 17 to 31. This exhibit showed a complete resumé of Mr. Teague's recent work in industry and architecture and included the original models and many photographs.

One of the important features of the exhibition was the disclosure of the wide range in industrial fields with which the designer must cope today. Among the exhibits shown were: illustrations of the 1930 Marmon 16, which set a new style in motor design; a new gas boiler; photographs of the Eastman Kodak Shop and individual display of its products; an architectural display showing the silver, grey room of Mrs. Adolph Steuber; the proposed modern Orchard School of Indianapolis; innovated glass food containers and the revolutionary cafeteria check register, as well as Mr. Teague's latest designs of Steuben crystal.

Walter Dorwin Teague is known in the field of industrial design as an artist who has brought sound, practical principles to the manufacturer with a consideration for the ultimate consumer. He has gone into the factory and worked out a design that was not only artistically beautiful but economically sound.



## DEVELOP NEW MARKETS

Machine Made

**HEART  
S H A P E S**

PLAIN—INSET—PADDED

Priced to allow their use for  
all kinds of

**CONFECTIONERY  
and  
BAKERY  
PRODUCTS**

**LEBANON PAPER Box Co.**

Lebanon, Pa.

New York Office, 51 Madison Ave.

Containers that Appeal  
 Containers that Sell  
 Containers that Endure  
 Containers that Repeat  
 That's AUBURN "Custom Molded" Containers.

Auburn containers are not made from stock patterns. Each container job has its own particular problems which are best solved with a "custom molded" container.

*Let Us Know Your Container Problems—Write Today*

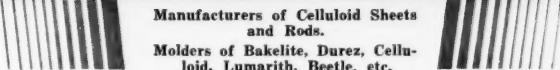


AUBURN, N. Y.

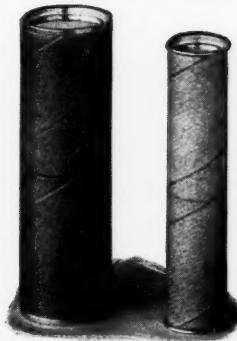
## MOLDED CONTAINERS

Manufacturers of Celluloid Sheets and Rods.

Molders of Bakelite, Durez, Celluloid, Lumarith, Beetle, etc.



## REDUCE PACKAGING COSTS



NOW is the time to improve your packages and reduce your packaging costs. You can do both with Cleveland Containers. Many manufacturers have made this change and materially reduced their packaging costs—and at the same time increased their sales through the improved package.

In the Cleveland line you will find a size and type of tubular container for practically every packaging need—and at a reasonable cost. Why not investigate NOW? Write for complete details and let a Cleveland man help you with your packaging problems.

**THE CLEVELAND CONTAINER CO.**  
 10421 BEREA ROAD, CLEVELAND, OHIO

Detroit Pittsburgh Hoboken Philadelphia Rochester Chicago

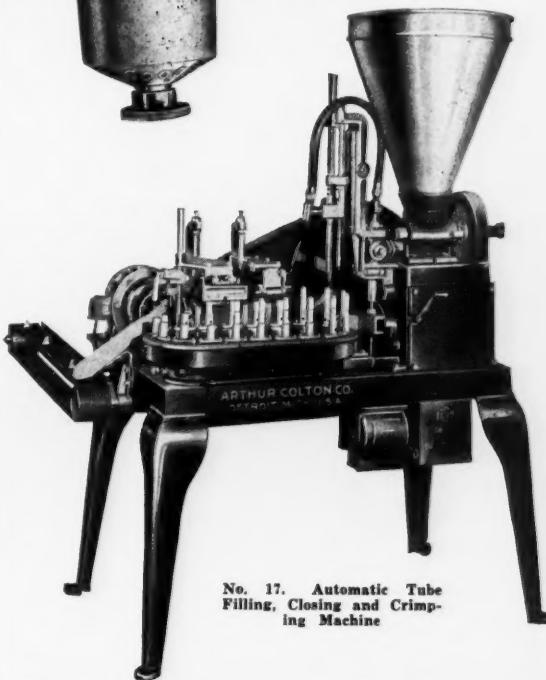
**NO CLIPS**  
 are necessary  
 when tubes are sealed by  
 this improved method

## COLTON CLIPLESS CLOSURE

This decorative and dependable closure is obtained simply by crimping the end of the tube.

It has been adopted by many manufacturers of nationally-known products—among them being Ipana, Ingrams, Pepsodent, Palmolive, and Barbasol.

Write for folder showing how you can reduce your packaging costs by this new closure.

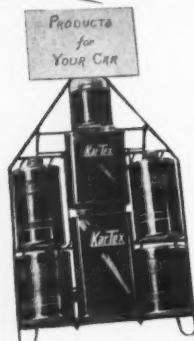


No. 17. Automatic Tube  
 Filling, Closing and Crimping  
 Machine

## ARTHUR COLTON CO.

2600 East Jefferson Avenue  
 DETROIT, MICH.

# This is No Time to Whisper— SHOUT



WS359 Pyramid Type Rack for Counter Display furnished any size and color, with a permanent sign or card holder. Features an assortment.



WS275 Stair-Step Type Display Rack. Large capacity and striking display value—are combined. It says loudly and politely, "Choose your paint here and now."

Write for fully descriptive circular.

## UNION STEEL PRODUCTS CO.

521 Berrien St., Albion, Mich.

WS373 Floor Display Rack dominates a salesroom and actually carries a stock of 36 quarts, 40 pints, 60 half pints and 70 quarter pint cans. Shipped knocked down in eight pieces. Casters are permanently attached to the ends. Easily assembled.

### Your Sales Story with Effective DISPLAY

Paint manufacturers who feel they are entitled to their share of business, still must ask for it. The "shout" that is not noise but good salesmanship is the direct appeal to the eye. Place your line to meet the buyer's eye—alone, and set apart from ordinary shelf goods. Union Display Racks, for almost every packaged or bottled product, are a direct and economical sales force you can put behind your product. Let us suggest a display for your products.



### Ruminations of a Package Addict

Just when we thought that all packaging trends indicated a preference for the smallest containers, along comes an announcement that automobiles are to be wrapped in paper bags. \* \* \* No, Carl, it isn't just another Austin joke, Packards are doing it with twin sixes. \* \* \* We can imagine how deliriously hopeful makers of transparent cellulose contemplate new yardage on the basis of keeping the packaged Packards and the other motor cars visible as well as dust-proof! \* \* \* And judging by the number of cars that are now being weaned from the protection of garages there might be real re-use value as an evening-wrap. \* \* \* Books will be popular gifts to girls this Christmas, if attractive in container as well as contents—and we are thinking of the "volume" binding by Helena Rubenstein, which when opened discloses a trio of adjuncts to beauty. \* \* \* We've advocated the book motif several times, but believe it should be bound in leather or some outstanding substitute if a real de luxe impression is desired, or re-use is considered. \* \* \* Some of our canned packages always inspires a belief that some of our adjectives ought to be canned, too. \* \* \* Eventually Dr. Vizetelly will have to be called in to coin a few new superlatives for the writers of coffee advertising. \* \* \* We've had "fresh" coffee, "dated" coffee, "vacuum packed," "vita-fresh," and "super-vacuum packed." \* \* \* Kinda childish, isn't it? All of them centering attention to the mechanical process of packing, when *flavor* is the real result of the package. \* \* \* Makers of cans are welcome to make the most out of this—it's our firm conviction that the sealed tins having a key-opener spot-welded to the top build up enough good will for the product inside of them to offset many dollars worth of advertising. \* \* \* Women obviously were never ordained to become mechanics and would willingly retire their can-openers. \* \* \* It has been quite a few years since shoe retailers decided their products did not need packaging. \* \* \* And how long is it, think you, since shoe sales began to fall off? \* \* \* Evidently shoe manufacturers and retailers ignore the psychology which is almost unanimous among purveyors of other merchandise. That a well packaged product is better regarded. \* \* \* And footwear neatly tissue in a box gives an added opportunity for "selling" another product of the same store, by illustration, suggestion and sales copy. \* \* \* On the other hand, they might sell advertising space on the box cover to non-competitive items. \* \* \* Corn-cures, for instance. \* \* \* One thing that chains like the A. & P. ought to have, is a package design staff. \* \* \* And, if they have one, getting busy on a more attractive design would benefit their sales. \* \* \* Clever, that outsert snug-fitted into the top of the Bon Ami can which develops new uses for that product. \* \* \* Bon Ami ought to *clean up* on that one.

M. C. D.

**UNION** Collapsible Wire  
DISPLAY RACKS

AN ADHESIVE FOR EVERY  
MACHINE OR HAND OPERATION

**"UP TO STANDARD  
NOT DOWN TO PRICE"**

It is because this principle has been so strictly observed in the manufacture of



that more and more concerns are operating "100% MIKAH." Not only is the quality absolutely dependable, but in addition

*National Wide Distribution  
Adequate Stocks  
Fair Prices.*

**NATIONAL  
ADHESIVES  
CORPORATION**

Home Office—820 Greenwich St., New York

1940 Carroll Ave., Chicago; 883 Bryant St.,  
San Francisco

15 Elkins St., Boston; 1305 Germantown  
Ave., Philadelphia

WORLD'S LARGEST PRODUCER  
OF ADHESIVES

*Sales Offices in all principal cities*



**GLEAMING  
METAL-COVERED  
BOXES**

DECORATED by one of our unique processes, boxes covered with Apollo Metal possess many exclusive sales advantages.

Displayed in retail stores, their gleaming surfaces beacon consumers and quickly clinch sales for the product packaged in them.

Dealers like to display and feature products put up in these modern boxes.

May we show you how exceptionally attractive and appealing your product will be in a Milwaukee-made Apollo Metal Box?

**THE MILWAUKEE  
PAPER BOX CO.  
"Brain Built Boxes"**

Milwaukee - - - - Wisconsin

*Specify*  
*Gaylord Liners*

WHEN ORDERING

CORRUGATED OR SOLID FIBRE  
BOXES



ROBERT GAYLORD, INC.  
GENERAL OFFICES ~ SAINT LOUIS



PRINTERS' AND ADVERTISERS' TIME AND MONEY SAVING UNIFIED SERVICE

**F. A. MINGER CO.**

ART SERVICE

BRASS STAMPING AND  
EMBOSSING DIES

WOOD AND WAX  
ENGRAVINGS

PHOTO-  
ENGRAVING

LEATHERS  
GRAINING PLATES OR ROLLS  
*"Something New Every Day"*

ELECTRO-  
TYPING

MAIN OFFICE AND WORKS  
40-42 PARK PLACE  
to 39-41 BARCLAY ST.  
NEW YORK

UPTOWN BRANCH, 207-217 WEST 25<sup>th</sup> ST.

PHONE - BARCLAY 7-4070

*The* **MADISON**  
ATLANTIC CITY

"The  
Talk  
of  
the  
Walk"

Folks everywhere are talking about our fine new hotel and are coming back to enjoy our hospitality again and again

OUTSIDE ROOMS \$5 WITH ALL MEALS

Weekly—Six times daily rate  
Roof Sun Decks and Solarium  
**NEW AND FIREPROOF**  
FETTER & HOLLINGER, INC  
EUGENE C. FETTER, Managing Director  
Overlooking Boardwalk and Ocean at Illinois Avenue

## "FILMA-SEAL"

(the double seal of cap and film)



Is used on many  
Nationally known  
products . . . .

## PREVENTS EVAPORATION— LEAKAGE—TAMPERING

Send us a few of your packages, glass or tin, to "FILMA-SEAL" and we will prove its advantages to you.

**"At your SERVICE"**

AND that is the creed of the Benjamin Franklin, Philadelphia's largest and most modern hotel. Here is a rare combination of traditional hospitality and unexcelled comfort that the traveler appreciates.

The Benjamin Franklin, with its twelve hundred rooms (each with bath) is perfect in its location, whether you visit for pleasure or business.

3 Restaurants  
"AT THE DOOR" Garage Service

LARGEST UNIT IN THE UNITED HOTELS CHAIN  
HORACE LELAND WIGGINS, Managing Director

**THE BENJAMIN FRANKLIN**  
CHESTNUT STREET AT NINTH  
PHILADELPHIA

FERDINAND GUTMANN & CO.  
Bush Terminal No. 19,  
Brooklyn, N. Y.

Bottle Closure Specialists Since 1890

### "FILMASEALS"

Trade Mark Reg.

Pats. Pending

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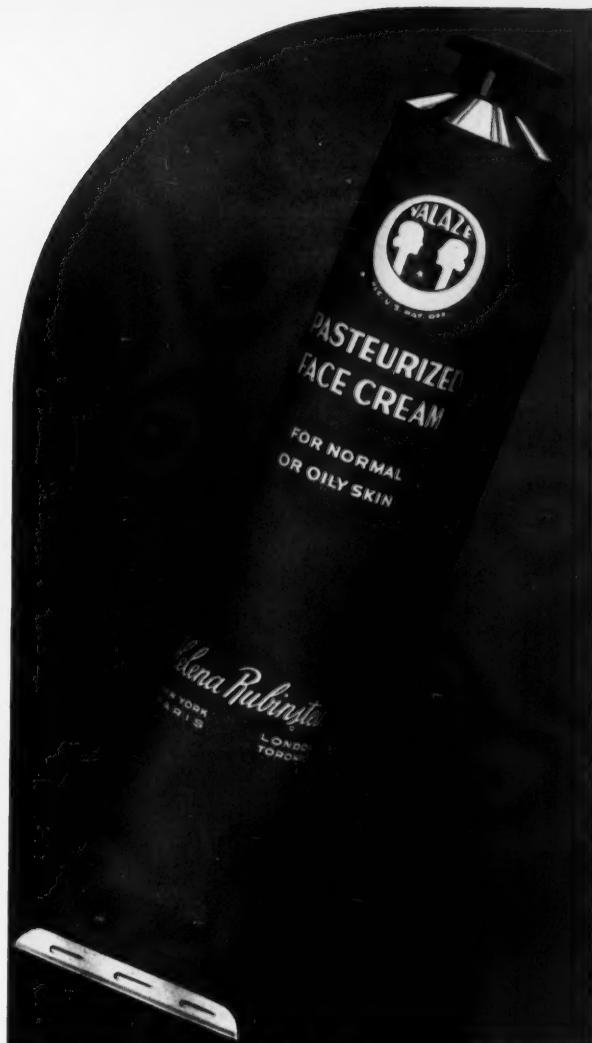
# "BASIC BEAUTY"

## the New Best Seller by *Helena Rubinstein*

FOR this novel presentation of the "Basic Beauty Set," by Mme. Rubinstein, PEERLESS TUBES were selected because they conform with every requirement, i.e., exceptional pliability and freedom from defects of any kind—perfect lithography—and unusual richness of color to harmonize with the red and black characteristic of the line.

The design of the tubes has been revised and simplified in keeping with the modern spirit.

For tubes that meet the needs of today—our customers know they can always rely on PEERLESS.



PEERLESS TUBES  
PRESERVE AND  
OUTLAST THEIR  
CONTENTS -----

# "WHY not find out?"

There are two ways to find out whether your package is helping or hindering sales. You can question consumers. Or you can trust to luck, and let sales-figures speak for themselves.

And you can change to the right package *before* the wrong one plays you false—or you can wait till you're forced to change by the mischief already done.

The American Can Company does not say that packaging questions must be put up to consumers. But it does say that packages must be built *for* consumers—first, last and always. It does not advocate change just for the sake of change—but change for the sake of sales. It does not say that the container is the biggest thing in selling. But it does say that it deserves as much thought as any other phase of your program—and that its creation, its manufacture, should be put in the hands of experts.

Canco knows what makes a package successful, and how to endow a package with the qualities that create sales. And Canco will gladly help you find out whether you have the wisest one for your product. Send us your present package. If we think it is right, we will tell you so. If not, we will suggest how it can be improved. This service is without obligation. We urge you to use it.



**AMERICAN  
CAN COMPANY**

230 PARK AVENUE  
NEW YORK CITY

CANCO